

# VARIETY

PRICE  
15¢

Published Weekly at 144 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$4. Single copies, 15 cents. Entered as second-class matter December 22, 1934, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1934, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 115 No. 9

NEW YORK, TUESDAY, AUGUST 14, 1934

56 PAGES

## H'WOOD'S SPENDING ORGY

### 'Death of Dillinger' a Sad, Sad Song As Authored by 2 Radio Hillbillies

Laurel, Pa., Aug. 13.

Not since the death of Floyd Collins have the Hillbilly boys had anything to stimulate their imaginations like the recent and sudden death of John Dillinger.

"The Death of John Dillinger" is the title of a very mournful song, pointing out the highlights in the gangster's career and the perils of evil companionship, to say nothing of a verse or two covering the actual shooting and death of the notorious character.

Cliff Grey, chief Hillbilly for station WGAI, is responsible for the words and Riley Lousch, leader of a hillbilly band, wrote the music.

Boys have had the song printed in a local printing plant, with just enough music to help the average guitar player on the right track.

They're peddling them at a time of throw and report a very successful depletion in their first edition of 8,000.

#### New Show Biz

Was a time when the reviewers wanted to know how the show was, before the opening of a new revue.

Now with the influx of the cabaret-theatres the press boys' first question is 'How's the chef?'

### BOOKING STAR BARTENDERS ON ROUTES

Booking and routing "master mixers"—rits for bartenders—is the new idea of likker showmanship. A new Cuban rum being introduced into America is daily advertising Señor Jose Cuervo, president of the Cuban Bartenders' Union, head barkeep from the Hotel Nacional, Havana, and formerly with "Sloppy Joe's", who is making a route of the bigger New York hotels.

The ads call attention to guest-star engagements by the bartender, who will probably mix the presidente, daiquiri, planter's punch, cubanolas, mojitos and panchos and kindred native rumba potions.

The senior opens at the Hotel Astor, New York, playing split weeks in each spot.

### BEER COMPETISH TOO TOUGH FOR PIC NABES

Fort Wayne, Aug. 13.

Competition between the tree and beer gardens has reached such a state that Associated Film Exhibitors of Indiana would seek to secure any legislation providing an entertainment license fee.

If adequate results are not attained in cities, state legislation will be sought. Local theatre men have made no bones about it that the present race between theatres and beer gardens with vaudeville shows, is much too keen.

In making their initial plea public, the theatre men have pointed out the numerous technical laws, which they are compelled to follow in running their houses, and from which the gardens are exempt so far.

One method of cutting into this competition has been to run extra late Saturday midnight shows, which leave the patrons so worn out by the time the show is over.

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### AVERAGE COST PER FILM UP \$50,000

**Increased Big Name Salaries and Expense of Script Revisions Due to Morals Campaign — Nullifies \$250,000 Per Pic Cost Intention**

#### NO DEPRESS

Hollywood, Aug. 13.

Hollywood is still on an orgy of money spending.

Today it costs an average of \$50,000 more to produce a major company film than it did in the boom days, and the cost is mounting. NRA is conceded to be responsible for \$29,000 of this average through increased costs of labor and material. The other \$20,000 is charged off to the increasing salaries of name players and more recently the heavy story charges due to repeated rewriting of yarns to fill the morality bill.

Tough part of the situation—at least to the majority of Hollywood talent and workers—is that the big salary increases are going to a limited few. Small circles of draw names, periodically skipping from studio to studio, boost salaries constantly.

**Scenario Puff Puffs Strings**  
Similar conditions exist in the name writing field. One studio has a scenario on its list at \$4,000 a week and another at \$3,500 a week, plus \$400 expense for writer's home and additional bonuses up to \$25,000 for each original story.

While other industries are cutting to the bone, the picture business, at least from the production end, has a record of curtailment, but of operating under a heavier expense than before.

They still talk of \$1,000,000 productions here. "Society Widows" is now up to \$1,300,000 and expected to go to \$2,000,000 before it's finished. "Treasure Island" cost around \$1,000,000.

And not so long ago Hollywood announced that it was trying to keep picture costs down to \$250,000 or less.

It's not only the most important companies that are spending. The smaller smaller majors are in it too. One of this class recently paid \$50,000 for two weeks' work from a name who is considered lost in Hollywood, although box office receipts have proved otherwise.

No one seems to know how to remedy it. There's a hint to the names considered as draws and these will continue to skim the cream. Competition for them is so keen they will continue to practically write their own tickets until some way is devised to add to the royal family.

### Loew Launches 'Name' Buying Spree; Grabbing All Big Coin Acts Available

#### Blotter Blackout

Hollywood, Aug. 13.

To foil forgers, local banks are using black blotters. Bankers say dark stock is crook proof for any sig tracing, as John Hancock does complete fade-out in the black.

Loew is going on a name booking spree that tops anything on record for pre-season talent buying, even in the good old days. Whether or not the Loew booking office is out to corner the stage name market hasn't been stated, but in the last two weeks that circuit has grabbed about everything available in the name line for as far ahead as November.

Meanwhile, RKO and the other circuits are remaining practically motionless as far as name buying goes, being undecided as to policy for next season. Impression in vaude circles is that if Loew continues its torrid booking pace it will have the name situation about sewed up by the time the other circuits make up their minds.

With Loew having already tied up a lion's share of available names, it's going to be particularly difficult later on for circuits wanting name material which have theatres in direct competition with Loew theatres. A case in point is Para's Paramount on Broadway, which commencing next week, experiments with a straight picture policy, but with most of the Paramount execs admittedly committed to the belief that restoration of stage shows is inevitable. When the Paramount is experimenting, Loew has already decided and the Capitol and State, on Broadway, are already fortified.

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### NAMING STREETS AFTER ACTORS IN PARIS

Paris, Aug. 13.

When they cut a new street in Paris they usually name it after a saint who was alderman from the district in 1850 or a local boy who was killed in the war of 1870. That practice is all over, for a while at least. By decision of the Municipal Council, moved by Councillor Beason, new streets in this town will be named after stage people for some time from now on.

First new one will be called Rue Moumet-Sully, after great French actor. Then will come Rue Sarah-Bernhardt, rue Lucien-Guitry (father of Sacha), rue Helene, rue Felix-Hucenot and rue Pléminier (former Odeon director who died this year). One author will also be honored, Frederic Lullée.

These names will probably go to streets to be opened up in the former zone of fortifications at Saint Mandé, on the eastern border of the town near the Vincennes Wood.

### SUMMER STOCK'S OWN IDEA OF HIGH FINANCE

High finance in summer stock operation is shown in the report of one company which tried out near New York recently. It cost \$134.33 to operate the show for one week, plus getting nothing because they were on straight percentage. Income for seven performances was \$25.81.

This company operated at a low minimum in all departments, management figuring that it couldn't miss when so cheaply hooked up. That was its big mistake. It was A-1 showstopping, but it wasn't good enough.

Recapitulated statement for the week shows the following expenditures: Rent, \$75; printer box account, for passes and circulars, \$5; publicity man (two weeks at \$5 a week), \$10; sign painting, \$3.95.

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### Flame Dance Looks Like Novelty Click Of '34 Chicago Fair

Chicago, Aug. 13.

With every conceivable type of dance being attempted at the World's Fair this season and with all of them proving meaningless, it appears that the exposition finally got something last week in Muriel Page and her Flame Dance. It looks like the dance click of the season. It also happens that it's again the Streets of Paris which presents the dancer novelty of the exposition. Last year Paris tore records to bits with Sally Rand and her fans.

Flame dance had been in production more than a month before perfected. Mechanically intricate, it involved plenty of engineering. In the dance, Miss Page, costumed as a moth, actually goes up in flames when she is caught by the shooting fire of the huge stage candles. She emerges from the flame minus any costume, which makes the a. a. week in addition to the flame mac.

Music for the dance, which runs about four minutes, was written especially by Josef Cherniavsky, contributor at the B&K Chicago. Song will be based in a pop release under the tag of Dance of the Flame.

### 2 Record Advance Ad Ballys for 'Cleopatra' And 'Night of Love'

Record advertising budget for the Paramount, N. Y., has been set on "Cleopatra," opening Thursday night (16) on a special premiere. A total of \$20,000 will be spent on advertising in papers alone on advance and through the run, calculated to be at least three weeks, with a possibility of four. This is exclusive of the cost of other advertising, amping, trailers, lobby displays, fronts, etc., which will probably run the total cost to \$30,000 or more.

While the N. Y. Par spent close to \$50,000 on advance and opening of the house when built, it has never gone over \$10,000 on any picture to date. Average has been \$7,500. The all-time high of \$21,000 advance campaign for a two weeks' run of a picture, set by Sam Goldwyn on "Nana," is going to be topped by Columbia.

On advance and advertising during a fortnight's engagement of "The Night of Love" at the Music Hall, N. Y., probably opening Sept. 6, Col has set \$32,000 as the new high.

#### N. Y. STATE A SPONSOR

Would Stimulate Consumption of Farmers' Milk

M. W. Ayer is auditioning several five minute shows for the N. Y. State Milk Distributors' Association. When and if a program is selected, the milkmen will back five quarter-hour periods a week on CBS for 13 weeks.

Series will attempt to sell the kids on the idea of drinking at least a quart of the fluid a day.

# NEW PROGRAM TRENDS

## Petry Vetoes 'Free' Merchandising

### Not Favorable to Arithmetic Table Solution of Station's No. 1 Vexation

Edward Petry station representation organization officially repudiates on behalf of its stations any system of merchandising similar to that recently promulgated by Free and Steininger. Latter firm in an effort to bring order and sense into the messy question of how much co-operation a station should have an advertiser set up a system of measurement for merchandising activities. This is "free" but limited, under a unit-counting arrangement, to definitely fixed amounts.

Petry organization has been wrestling with the same ticklish problem for some time but without evolving anything as tangible as Free and Steininger. Stations in the Petry group seem alternately set against rendering marketing or supplementary assistance to advertisers without getting additional payment for such labors.

Petry takes the position that there is no such thing as free merchandising by stations; that such service inevitably must be reflected in time rates. Therefore, argues Petry, advertisers not wanting such services are taxed the same as those that do.

## STATE OF IOWA MAY COMBINE WSUI, WOI

Des Moines, Ia., Aug. 13. Plans are being made at the present time, according to Governor Clyde L. Haring, whereby the University of Iowa station at Iowa City and the transmitter of Iowa State college at Ames are to be merged into one powerful station at Ames for educational and police broadcasting.

A new wire network linking Des Moines, the capital, Iowa City and Ames, would enable all to use the facilities at great saving. "Would mean the abandonment of WSUI, Iowa City, and result in a \$35,000 annual saving to the state. Use of WOI at Ames would also avoid erection of two police broadcast units at a cost of \$30,000 as authorized by the legislature.

Behind the proposal for the combination of the two stations is the fact that the Federal Communications commission at present is considering the advisability of curtailing the power at WOI, Ames, because the station does not use its full time privileges.

Governor's proposal would benefit all, it is said, because it would afford more program material and permit an enlarged educational broadcast series. No curtailment of time would result to any concerned as facilities now used are only 50% normal.

## Fox Leaves WMCA for WGAR, Cleveland, Post

J. Leslie Fox joins station WGAR, Cleveland, Sept. 1 as sales manager. He resigned two weeks ago as v.-p. of WMCA, N. Y., after a six weeks' connection. He hails from the general management of WSM, Nashville.

Prior to the Cleveland job Fox will relive for a spell in Bermuda.

## Harrington to KWK

Chicago, Aug. 13. John Harrington, with WGN here for two years as announcer and sports chatterbox, switches down to St. Louis as program director and assistant manager of KWK. He joins that station next week.

Harrington was associated with KWK about six years ago, coming from that station to WGN.

## NO BOOZE ON CANADIAN AIR

Toronto, Aug. 13. Despite the new legislative measures permitting the sale of beer and wine in hotels, the Canadian Radio Commission, federally-owned, has forbidden the advertising of such beverages by brewers, distillers and hotels over the air.

Commission, according to Chairman Hector Charlesworth, permits the broadcasting of the virtues of certain beers and wines in provinces where newspaper advertising of such beverages is permitted, notably Quebec and British Columbia, but not in Ontario, although several of the broadcasting stations here are owned by brewery and distillery companies.

## GULF JOB FOR HAYES

Pittsburgh Radio Editor Hired As Air Expert

Pittsburgh, Aug. 13. Jim Hayes, for the last year radio editor of Hedra's Pittsburgh Sun-Telegraph, is leaving next week to become associated with Gulf Refining Company as radio counsel. Hayes will write, line up talent for both of company's network programs and otherwise act in an advisory capacity on all broadcasting matters.

Hayes, a former navy lieutenant, was an announcer at WCAE before taking over the newspaper post. A recent trip to South America on a Gulf tanker, details of which he recounted a few weeks ago on one of Will Rogers' Gulf broadcasts, registered an emphatic hit with all people and was believed to have hastened his appointment, which had previously been considered for some months.

Pickens returns to the Gulf show Sept. 30.

## Push 'Em Up WLW

WLW, Cincinnati, is scheduled to jack up its rate another 10% Jan. 1, making the increase the station's third since going \$50,000 watts. Out-of-the-hour rate, effective with the beginning of 1936, will be \$1,320. Initial boost took the rate to \$1,090 and on Oct. 1 this basic figure will be replaced with another \$1,300.

NBC is still trying to get a rate protection for the web's clients from WLW. Network customers feel that they shouldn't be subject to these boosts with each 13 weeks' renewal. WLW's rejoinder to this argument is that NBC clients can protect themselves against the station's periodic boosts by giving it a non-cancelable contract for 52 weeks.

## SPORTS TAKE OVER RADIO

Chicago, Aug. 13. Sports broadcasts seem the new radio cycle. Daily scripts, variety, comedy and drama have all had their day in the radio fad time. But all indications point to the growing importance of sports for sponsorship. Advertisers and agencies are combing the field for sporting events, and are going into sports which have never before been tried. Starting with baseball, which is still the top radio sport broadcast of them all, the sponsors have spread to soft-ball, football, prize-fights, auto-racing, hockey, basketball, polo, lacrosse, motorboat races, and even horseracing.

Mrs. Elsie Wolf, secretary to Edward Klauber, CBS executive v.-p., became mother of a baby girl last week.

## NBC'S WORSE-THAN-EVER TRAFFIC JAM AS WAX SHOWS TIE UP LINKS EARLY

### Irremovable Clause Demanded by Spot Accounts Rebounds Against Web—Growing Influence of Special Reps Strengthens Station Indifference to Network Plight

NBC has comparatively little evening time left unsold even on the blue (WJZ) loop but where the web is being badly stymied in the matter of accumulative income from this business is its failure to produce a goodly percentage of the stations stipulated on the client's list. Closer it gets to the fall the tougher does NBC find the problem of clearing time on affiliated outlets, particularly in certain strategic spots.

What has intensified the situation for the web is the fact that spot broadcasting contracts are being handed out this season earlier than in previous years. Majority of these accounts, benefiting from experience, are demanding irremovable clauses and when the web approaches the station about making room for one of the chain's new accounts the affiliated outlet complains that the required spot is filled and adds that nothing can be about it because of the irremovable angle.

Not a few commercials will debut on the two links this fall with important points of distribution missing from their hookups. And it won't be because these accounts hadn't asked for them. Ad agency men complain that the accounting is to their clients for these gaps is responsible for more wear and tear on their nerves than any other phase of their business lives. The

average client, accustomed to getting the pages he wants from a magazine, can't understand why a network is unable to produce the towns listed in its rate card.

Another commonly adopted procedure among affiliated stations that spoils trouble for NBC has to do with the plodding of network niches to spot broadcasting clients. After the outlet has received a query from its special rep about the future availability of a spot currently filled by a hookup show it inquires of the web whether the account is renewing and also the expiration date of the present contract. If the web doesn't come through with a quick and satisfactory answer the station counts off 13 weeks from the date the program started and then advises its special rep that the spot will be available after such and such date. What has made this relations angle between network and associated station an increasingly attractive one is the tendency among indie outlets to work more closely with their special reps and to take the latter's advice on what to do when the dilemma revolves around the question of network versus spot business. This personal relationship which the special rep has developed for himself is something that is causing no little worry to the web's higher-ups.

## Horse Shows, Golf, Polo On Air to Bait Swells For Brunton Regional

San Francisco, Aug. 13. Ralph Brunton and C. L. McCarthy are working on a deal for Brunton's Northern California Broadcasting System to establish remote controls in the regional radio towns of Carmel, Del Monte and Monterey down the peninsula.

Means that the NCBS would augment its present agricultural listening group with the society mob anxious to hear the golf tournaments, polo matches and horse shows that would be broadcast from these scenic spots.

Brunton and McCarthy are talking to civic and business leaders in those towns now, and may have some deals set within the next week or so.

## TOO MANY IMITATORS

Key Van Ripper Will Dig Himself New Idea

Los Angeles, Aug. 13. Kay Van Ripper now heading for a vacation in New York will be back on the Los Angeles air Sept. 2 with a new program. She will discard the historical angle due to the numerous imitations of her "Coronet" program.

A record for Los Angeles was hung up by the "Authorines" when "Coronet" completed three years of broadcasting with its final program on Aug. 12.

## ABOUT SAME AS LAST SEASON

Same Comedians but with Grave Problem of Comedy Material—One Possible Trend That May Materialize is Heavy Drama

## PLAY ROYALTY

General entertainment trend in network broadcasting as regarded from the angle of program types will differ little this fall from what it was last season. Popular music remains not only the backbone but easily 90% of the anatomy of radio drama. Even though the rush for comedy, which marked the opening of 1933-34 season, is not particularly intensified, none of the top ranking comedies will be missing from the web fed kiloycles.

If there's any class of entertainment destined for a spread this coming season it's the straight drama. Only commercial which is slated to dish it out in full hour doses is Lux soap, with the material but variations of legit successes and the casts headed by stage and screen names. If the Lux idea clicks, it is easy to presume that by mid-season the network schedules will be thickly studded with similar programs. This situation would for the first time make the play agent an important factor in radio, with script rights going afloat and perhaps, as in the recent case of Ward Baking, soon reaching the point where the royalty charges prove too depressing for the advertising element. In the event a heavy drama vogue is on the probabilities also are that salary level for actors will come in for a hefty boost.

Burn Up Material. What the name comics will have to contend with most is a lack of material. In the two or three years some of them have been on the air they have exhausted the stuff accumulated over a period of perhaps 20 years. Only solution to their problem will be to start repeating their old scripts with the resort to a little revamping and dressing up here and there.

Analysis of NBC's commercial schedule for the fall discloses that the dance band is still seen as a source of loudspeaker diversion. On the red (WEAF) link Sunday nights, for instance, every account but P. W. Fitch will have a musical aggregation of that description on its payroll. A similar situation will prevail on the same loop the following night as well as Thursday. Only classical music stands poised for bankrolling on NBC in that of Packard.

Beecham is returning "Red David" and Woodbury is attempting to reagent its clock results on "Dangerous Dan" with a similar script and the Eddie Hille-Pet Dawson combination. Outside of these and the Ames 'd' Andy potential there are no installment affairs slated for either the red or blue loops. As happened last season, the Beecham and Woodbury serials are so booked as to follow each other in that order three nights a week.

How the evening commercial programs will run in the fall on NBC's red (WEAF) and blue (WJZ) links, according to entertainment classification, is as follows:

## SUNDAY

(Red)

American Radio Mills Show  
Africa—Variety  
P. W. Fitch—Pop Musical  
Chas. & Sanford—Variety  
Loren's Trolley—Pop Musical  
Lobs & Link—Pop Musical  
Pantier—Pop Musical

Red Sox—Pop Musical  
Phonograph—Variety  
Gilt—Variety  
Jagons—Variety  
Tadpole—Drama  
Gardner—Pop

## MONDAY

(Red)

Gilt—Variety  
Mills—Variety  
(Continued on page 32)

# FIGHT PEDACOC'S 25% RAIL

## Radio and Censorship

Radio broadcasting, while watching from the sidelines as the film industry struggles with the clean-up discipline, seems to have taken its cue that a little advance self-regulation is a healthy thing in forestalling possibilities. Not that radio is wholly free from either the threat or the actuality of censorship. It has the threat in the Tugwell bill, and the philosophy behind it, plus the malcontents of pedagogy, and it has the reality of censorship through measures already taken by the federal communications and trade commissions plus the incalculable future extensions of such official regulation.

But the self-regulatory tendency is not waiting for the wrath to fall. WPM, Philadelphia; WBT, Charlotte, and NBC, Chicago, have just promulgated fairly drastic precepts for the submergence of the more elusive forms of advertising copy. Other stations already have stiff standards. Invariably advertising copy rather than programs is recognized as the natural offender and therefore the natural attracter of censorial attention. Seldom has the typical radio program been bespoken with anything off color or off side. It's generally the sponsor's message that needs the restraining hand of discretion.

It is a well established dictum that all continuity departments, from the networks to the small regional stations, are engaged in a constant struggle with advertisers and advertising agencies to tone down, debunk, and rationalize the selling blarney. Of course, a compromise is the best that's achieved. Yet more and more the radio industry perceives the menace of advertising copy that makes absurd claims, flies in the face of science and common sense, shamelessly exploits medical charlatans and, perhaps worst of all, seeks to discredit and belittle all competitive products.

Imposition of censorship by stations and networks is far better than the encouragement of an outside movement by unsympathetic reformers. It is the difference between holding a lot of drug and food accounts in the future or having them forced off the air through their own shortsightedness.

A backward step in the quality of programs has recently been taken by a group of eastern stations which have sold time to a fortune-teller. Poor is cleaning up but the stations are cheapening themselves and broadcasting generally by this recession to 1928 standards of money-getting. This, however, appears to be a retreat in the face of a general advance elsewhere.

Radio already knows what a deadly and unfair position some advertisements have forced upon the industry in insisting that sales results from radio programs shall be immediate, phenomenal, and at a minimum investment in talent and showmanship. A small town installment jeweler, impatient at every minute not given to his sales plugs, isn't so very different from some of the big sponsors who fail to remember that the sales privilege is granted and validated for entertainment rendered. Hereafter—thought-for-tomorrow policies of advertisers should not be permitted to jeopardize or embarrass an industry that is bigger than its biggest customer.

## SELL SPANISH RIGHTS OF CHANDU Hayloft Drama Gets a Tumble From Ad Boys

Spanish rights to 'Chandu the Magician' have been acquired by the Conquest Alliance Co. Makes the first time that an American serial originally created for air purposes has been adapted for foreign broadcast placement.

Conquest is figuring on booking the serial with an American manufacturer whose distribution includes Spanish-speaking countries in South America and the West Indies.

## NBC Engineers Fined

Des Moines, Aug. 13.

C. I. Runeson, NBC employee, has been found guilty of four separate charges of pointing a gun and three of four separate charges of assault and battery. G. G. Milne, also an NBC employee, was found guilty on one charge of assault and battery. The charges were filed against the two men by each of four local boys as result of an altercation between the NBC men and the boys on Aug. 15 near Camp Dodge. Runeson was fined \$35 and Milne \$5, and their attorney has given notice of appeal to the Polk county district court and has posted appeal bond to cover the fines and costs.

Altercation occurred when the NBC men were en route to the camp to make tests for their short wave transmitter in connection with the flight of the stratosphere balloon from Harold City, R. D. and were unable to pass a posse driven by the boys.

Commercial broadcasting may soon start dipping into the summer theatre camp for some of its drama. Black-Globe agency is working one of these propositions for a client. Group involves and the Hedgerow Players of Maylan-Ross Valley, Pa., with Jasper Teeter the director.

Idea would be to broadcast direct from the group's stage a condensed play running an hour with an orchestra supplying the incidental music. Players would work without scripts.

As mapped out by the agency, the series involves a stretch of 16 weeks on the basis of one broadcast a week.

Yankee network this week reports a performance with Laurette Taylor from a summer camp theatre at Ogunquit, Me.

## LOS ANGELES MORE ACTIVE HENCEFORTH

Hollywood, Aug. 13.  
Don C. Gillman, v.p. of NBS; A. A. Holmcher, head of the company's news service, and A. A. Yoder, western publicity head, in town for several days looking over general situation with view of NBC broadcasting operations from this point on etherizing. With this in mind Harold Rock comes here from Fresno to be head publicity consultant for chain starting August 26. Rock was Variety correspondent in Fresno for the past four years.

## RADIO ANSWERS UPLIFT GROUP

Industry Alive to Confiscation Menace If One-Quarter of Facilities Arbitrarily Assigned to Schools, Churches

### WOO PRESS

Washington, Aug. 13.

Bitter and prolonged discussion will center about investigation of the Federal Communications Commission into the question of reserving broadcasting time and channels by statute for allocation to non-profit stations and for educational, social and cultural use.

The existing licensees will fight to the last ditch to prevent Congress from snatching as high as 25% of the limited number of assignments for the sake of religious, educational, agricultural and similar organizations as indicated by the manner in which trade associations are preparing to present evidence showing the injustice of the proposal and the lack of need for such drastic measures.

Strategy of commercial broadcasters will be to demonstrate as completely as possible that adequate opportunity is afforded under present setup for non-profit programs. First shot in the campaign was fired several weeks ago when Meritt H. Aylenworth, NBC head, told National Education Association convention that "education gets a 50-50 break over our networks."

Exact statistics on the division of time between commercial and sustaining programs, education and amusement, profit and non-profit stations, and other salient points, are being compiled for presentation to the commission by commercial operators. Will strive to show that criticism of commercial programs is unjustified and that interests are being protected and education along with their entertainment and advertising ballyhoo.

### Cultural Group Will Also Fight

Although educational organizations are expected to conduct a militant attack on the current policy, it was learned that many existing stations operated by colleges, churches, labor organizations and similar licensees will join the move to block possible Congressional action. These stations will protest that at present they have a better break than they could expect if attempts were made to increase the number of such enterprises.

One argument which is expected to serve as a major weapon in behalf of the present policy is to the effect that, if facilities are reserved for more non-profit stations, the new licensees, in order to continue operation, will have to sell time and thus will enter direct competition with commercial enterprises.

While it is agreed that various colleges and churches which at present lack broadcasting facilities, would like to go on the air, industry observers point out that few of the non-profit stations are in financial position to operate more than a few hours daily and that, on the whole, the majority of organizations desirous of obtaining assignments for educational, welfare, religious and cultural purposes is relatively small.

Broadcasters are looking for newspaper support and are preparing to employ increased measures to head off Congressional action if situation appears bad following commission hearings. Figure press will come to the rescue because many papers own or have an interest in outlets.

Nation-wide appeal by air may be attempted to stir up radio audience to write letters to members of Congress opposing any reduction in commercial facilities, but until hearings have been wound up no move of this sort is anticipated.

## Doc Brinkley Can't Get Stations to Sell Him 300 1/2-Hours on Year Deal

### Dangers of Zeal

Philadelphia, Aug. 13.  
A per-hant for special scoop news flashes led WIP into an embarrassing situation last week. A fire at the Anchorage safe, something like a Stern flame, was publicized as a great conflagration, and dramatically aired by WIP with the changing of sirens, fire alarms and excited announcers right from the station's remote spot.  
P.E.—The "fire" happened the night before.

Chicago, Aug. 13.  
Dr. John R. Brinkley, the Kansas politician and gland resectorator, is trying to organize his own chain for the advertisement of his new Del Rio hospital and gland treatment. He is contacting major mid-west stations with an offer to take six 10-minute programs across the board at 7 p.m. He is willing to pay any rate the station will set up.  
Doc Brinkley promises to pay for all line charges from his studio down in Del Rio, Texas, and is willing to signature for 300 broadcasts under a blanket contract.

### Stations Back Away

But the doctor is having considerable difficulty in getting any station to okay the deal, despite the long-term, high rate offer. He has contacted such stations as WOO, WHO, WEM, WSB, WHAS, KSD, WDAF, and other transmitters which are the amount of the \$5,000 and \$8,000 wait list in the midwest. But the turn-downs are unanimous. Stations won't touch the program with a 10-foot pole and it's likely that if Brinkley is to go on the ether this fall it will again be on the one-legged stations in cross-country centers.

Stations are leery of any Federal commission entanglements since the government has taken Brinkley off the air in Kansas and burned at the Brinkley 150,000-watt in Mexico, KERN. Brinkley is still talking of opening a transmitter on a boat out in the Gulf of Mexico as a possibility if he doesn't get his big station chain ready by Oct. From the reaction of the stations it looks like Brinkley ought to start outfitting that boat.

## OLDEST DRAMA PROGRAM OFF

Radio's oldest dramatic commercial, the Socynland Sketches, washes up on NBC with the Sept. 25 broadcast. Show has been running consistently for seven years. Windup data will account for its 37th program.

Only stanza that dates further back than Socynland is the A & P Gypsies.

## LAWRENCE TIBBETT'S \$4,000 FOR 45 MINS.

Lawrence Tibbett will head the 45-minute Tuesday night affair that Packard Motors debut on the NBC blue (WJZ) link Sept. 18. Wilfred Pelletier will conduct the symphonic aggregation. Deal all around is for 26 weeks, with Tibbett's end \$4,000 per broadcast.

With him on the series Tibbett will have a cast of whom he will introduce as coming youngsters in the concert and opera field.

## ESTY AGENCY'S NEW RULE

Artists Must Reveal Other Commitments First

As the result of an experience it had with Jane Froman, the William Esty agency has adopted a new policy toward artists who submit themselves for an audition. Before the agency starts talking terms the mike performer will have to stipulate on paper whether there are any other existent program obligations and whether those obligations restrict the artist's services elsewhere.

Esty agency became miffed at Miss Froman last week when it found that the warbler's contract with Pontiac prevented her from joining the cast of the proposed Camel show. Restraining circumstances were revealed after the agency had auditioned her to the account and received instructions from the Winston-Salem source to give her a contract.

It then developed that her Pontiac agreement restricted her from working for a competitive product or from doing more than a half hour weekly on a network hookup for any other account. Camel's arrangement with GUS calls for two half hour programs a week.

Miss Froman afterwards explained that she had been under the impression that the account had intended to use her, if acceptable, on only one of these half hours.

### Admiration

ESTY press department, New York, has asked to plug the ad agency producers of its program via the picture route. First to get a hand along this line is Herschel Williams, of J. Walter Thompson.

## 60 NBC ACCTS. BUT ONLY ONE 100% NEW

Lone newcomer to network broadcast represents the NBC list for the fall in the Provident Mutual Life Insurance Co. of Philadelphia. Other 59-old accounts are either year in and year outers on the NBC books or returning prodigals, with Anna Jetlick Shom (Dunn & McCarthy) an example in the latter respect.

The Provident it will be a quarter hour Tuesday nights, starting Oct. 2, with a historical drama fitting in the space between plugs. Con-west stipulates 25 stations on the red (WEAF) link.

## Trade Commish Wants No More Continuities

No longer are the national web and local stations required to furnish the Federal Radio Commission with copies of commercial continuities. Commission figures that it has enough samples to serve its purposes.

FEC desisted several months ago to inquire into the line of advertising broadcast over the air with a view to determining whether any of it was contrary to the law or came under the heading of unfair practices, with the result that broadcasters were asked to forward carbon-copies of all their sponsored continuities.

**DANNY MALONE**

Singing  
16 Mins.  
Sustaining  
WJZ, New York

With much blowing of trumpets and flapping of bunting, Danny Malone, a new Irish tenor, arrives on the scene, as a special NBC import. As if there weren't already an over-dose of Irish tenors on the air waves over here.

And Malone, at least on his inaugural program, wasn't any better than a number of local lads.

Story, as sent out by NBC and as announced on the air waves just before Malone bowed in, is that only a few months ago Malone was a dock hand in Liverpool, where NBC discovered him and he became an overnight sensation. Those in the U. S. with good memories will recall that story having been disseminated in the U. S. via newsreels about three years ago.

Whether the story is true or not doesn't matter, however. The fact remains that Malone has a fair to middling policy and, if he has, he can make an okay number two attraction on a variety program. More than that should not be looked for.

**CURTIS BLAKEBALE and**

HELENE MAKE  
Songs  
25 Mins.  
Sustaining  
WGTV, Schenectady

This is one of the mixed duos of trained voices heard over WGTV on an after-noon program. Blakebale for sometime acted on a supper-hour slot and then on a late-evening spot with a string ensemble. Several years ago he teamed with Miss Mae. Blakebale is a tenor and his partner is a soprano.

Both have good voices. High soprano, clear and rangy though it is, sometimes sounds a bit sharp. Blakebale possesses a sweet, smooth tenor, plus a style which is well suited to the amplifier. He is more impressive in solos. Miss Mae's high voice, coupled with the arrangements used, tend to subordinate him in duets. Nevertheless, Blakebale's singing lends strength and balance to the twosomes. Couple confine their selections to better grade music.

They receive excellent support from Edward A. Rice, violinist at WGTV since the pioneer days, and John Fink, pianist. Rice and Fink also solo, the former drawing a deft bow and the latter fingering the ivories skilfully.

A high class broadcast. *Jack.*

**SUNSHINE PERIOD**

With Mr. and Mrs. Allen LeFevre  
20 Mins.  
Sustaining  
WGAL, Lancaster, Pa.

Sunshine Period is rounding out its third year on station WGAL as a sustaining daily feature. The program, originally started as a quarter hour feature, was increased to 30 minutes in its second year.

Spreading sunshine through songs, helpful messages, religion and philosophy, to invigilate and assist in the purpose of this feature. Birthday greetings, messages of congratulation and bits of personal news about program fans are also included.

Program has always been a strong mail puller and has enjoyed increasing popularity. It has been responsible for a number of requests for radio programs.

Mr. and Mrs. Allen LeFevre conduct the program. They sing duets and solo, often instrumental solos. In addition they bring guest musicians and speakers to the air several times weekly.

On the air daily at 4:30 o'clock.

**SOCIETY PLEASURE CRUISE**

With Charles Bitenson, Connie Gangi, Ken Layson, Jack Briscoil, Jack Fay, Ben Weaver, Allen Sison.  
15 Mins.  
Commercial  
WHAM, Rochester.

Society has signed to back this show Wednesday, Thursday, Friday nights at 10:30 with latter two nights piped to WYFR, Syracuse, via A.T. & T.

Cruise opens with steamboat whistle and swings to a strong start with deep-sea music, featuring for opening credit apical. Charles Bitenson has the music alert with strong support on the lyrics by a new writer, Connie Gangi, and Ken Layson, who has been a regular on the air. A real drawing card is Jack Briscoil as m.c. and impersonator.

Idea seems to be to toss in specialities, with Jack Fay, hubbly, and Ben Weaver, bassed pre-mixed, already getting a whack at the spot. Society has a hit provided the fans learn to like their music fast without benefit of brass. Commercial credit is palatable with Allen Sison doing the straight plugging and Briscoil manuevering one tie in per program.

Contract specifies 12 weeks. Placed recently by Howard Meighan of J. Bickling Getchell agency, New York.

**AMATEUR HOUR**

With Major Edward Bowes  
15 Mins.  
Sustaining  
WJZN, New York

It won't be long before this Tuesday night shindig will be alienating 'em in borders around New York. For showmanship, deft handling, color and human interest appeal it's one of the slickest things yet effected by amateur radio. For New York station. What makes this a lively, consistently interesting round of the clock isn't the idea of the amateur night itself, but the really well known Major Edward Bowes, for his piloting and making of the event and the WJZN personnel responsible for the preliminary picking and the other details.

Major Bowes knows the mental and cultural strata that once helped make the radio house one of the juiciest investments in the amateur radio business and it is to this class of clientele that his amateur night caters. That they probably cut it up seems assured. The humming of the radio switchboard, through which WJZN is connected, during the 8 to 9 o'clock stretch tells the story. Pulling 2,000-odd calls on a broadcast is no minor feat. It is a testimony to WJZN's comparative status and the strong other competition surrounding it are taken into account.

While the broadcast is on they phone in to cast a vote for a favorite just aired, to make requests, or to chide Major Bowes for cutting off some candidate or for talking too much, himself. Of Major Bowes, a thinker, a tyro's efforts have passed the indulgence point the latter is abruptly halted by the ringing of a gong. The gong idea here is a device of the institute for the blind of the old vaude house days. Listeners frequently phone in suggesting that the major apply the gong to himself.

Recent that Major Bowes parades before his mike is of a highly varied assortment and well balanced. Though warblers as a class predominate there's a goodly representation of military and screen name impersonators and novelty instrumentalists. About the only element not included are ecclesiastics. At the end of the hour, a switchboard operator calls out the studio arrayed in costume, as did a Swiss yodeler on last week's (7) program. This yodeler, incidentally, received two phone offers for a job while the program was still on. One bid was from the operator of a Bavarian cafe in the Yorkville section.

Votes received by phone for the various acts are tallied and the summaries for each disclosed over the air between numbers. Few of the tyroists make it hard on the ear. They don't last long enough. The program that makes it is especially surprising about the whole affair is the amount of relatively good stuff that the occasion produces. Major Bowes, revealing other amateur twist, makes it a point to round out each event with a couple of his "lads" culled from previous amateur nights. One of these Fredrickson, who has developed into a regular added attraction for this station, packs a dramatic tenor that with proper handling could get pieces.

**LIS LEE and Robert ARMSTRONG**

Singing, Comedy  
Commercial  
WEAF, New York

Couple of Hollywood personalities performed from NBC's New York studios on the Fleischmann Variety Show. They were equipped with a light it little vehicle that might have been called "Birds of a Feather Eventually Get Together."

Succinctly, a dame (Lis Lee) wants \$10,000 (a lot of money even in a plot) from a tough private detective (Robert Armstrong) on the pretext of a letter (the inevitable telltale ticket to Ossining). They exchange verbal thrusts, threats and wisecracks. The dick out-thinks and outwits the blackmail lass, retrieves the letter he should never have written. However, he likes the gal and the episode ends with the tough guy getting soft (in a hard-boiled way).

Nicely handled by the two Hollywoodites. *Land.*

**HARRY ROSE**

Singer, Comedian  
Commercial  
WABC, New York

Harry Rose appeared twice during the so-called Everett Marshall Varieties (Discoed) but did not command much attention as a radio personality in either try. He was a number one voice in quality and when he popped into the singing and there wasn't enough to stand out. It wasn't bad. Just not enough.

A long-winded and rambling parody dealt with the Canadian quilltoplets. This was topical and gave one human interest. Possibly the best of a kind out of the genre. It included all the standard baby jokes. And ended with a lyrical pun about Canada day. It didn't represent an effort on Rose's part to fortify himself for radio with up-to-date material. *Land.*

**ALFRED E. SMITH**

Singing  
30 Mins.  
Sustaining  
WMCA, New York

Not that the famous Derby statesman wants or would accept a radio commercial but just in case it may be set down that he would be a great, but for any sponsor. He is in the line of 1924 pre-dated Roosevelt's in size and his vigorous style has lost none of its punch.

He was in rare form as he tore into the microphone, from his resigned. His flair for vivid yet homely phrases, his capacity to convince, and his straight-from-the-shoulder delivery all combine as before to mean a speaker that holds his audience intent upon every word.

WMCA got a swell break in getting Smith. Must have been the largest listening audience of the night and pushing the so-called big four, WJAZ, WABC, WJZ, WOR and WJZN, broadcast every Monday night at 11:30 over the CBS web a novelty program called "The Care and Feeding of Hobby Horses."

Leisure League of America, address Rockefeller Center (NBC's backyard), broadcast every Monday night at 11:30 over the CBS web a novelty program called "The Care and Feeding of Hobby Horses."

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**'THE O'NEILL'**

With Kate McComb, An McMillan, Jimmy Tansie, Jane West  
Serial  
15 Mins.  
Sustaining  
WOR, Newark

"The O'Neill" is a script program that has been running five days a week over WOR for about a month. It is being promoted by radio-wise Ed Wolf in the belief, no doubt, that the scarcity of script shows on the evening niches last semester makes this a chance now to slip a family saga over at this time.

Emphasis of the O'Neill is Irish. It compares naturally and readily to Gertrude Berg's "Rise of the Goldbergs" of Yiddish emphasis in general character, although unlike in literary and acting style. Instead of the soft casualness of characterization, the mellow humanity of the Berg narrative, this story bears down on the sharper notes of family humor comedy. It is reminiscent of the domesticity in the vaudeville comedies and plays of George Kelly, Harry Delf, Anne Nichols and authors who found in other days a profitable theme in the everyday details of lower class classiness.

"The O'Neill" like all scripts should probably not be classified too easily on the basis of one hearing. Its installment had and the son of the house, aed front an accident and the neighborhood through the connivance of a busybody supplying him with a bedroom laundrette. It seems obvious that the author, Jane West (also a member of cast), is chiefly concerned with the trivia of family existence. This emphasis upon petty matters, near to the hearts but far from the realm of orthodox drama, has accounted for the success of lots of radio scripts. There is a natural affinity between the domestic and the cartoon strip.

Characterizations are done with a broad brush. Fine etching is missing. Dialog is exuberant with sentimentality and artfully arriving to hit the common denominator of large masses of non-discriminating mortals. And may succeed. *Land.*

**MILTON BERLE**

Comedian  
Commercial  
WEAF, New York

Comical cues have been on the air before, doing from fair-to-middling to mediocre. This guest at once before for Rudy Vallee is different to the degree that the master emcee of other people's material is now paying his own money to an author.

It was a pretty slick comedy script he handled here. It had a topical dose, always a help in making a comedian's remarks stick in the memory and get quoted (maybe) in table talk. So Berle discussed clean entertainment. Very topical. And with Berle in the pulpit fancy to start with.

It's still apparent that Berle's one-two, one-two tempo in the comedy script is a good one. He is at ease in all departments, radio along with vaudeville, legit and night clubs (although his mug is an enemy of the motion picture industry). He's only necessary to say that Berle can take care of himself on any radio program. *Land.*

**JOAN LOWELL**

With Al Sherman  
Interview  
15 Mins.  
Sustaining  
WNEW, New York

Not over the mike feases this femme glorifier of adventure, catch-as-on or otherwise. In fact, she was a little too fast on the takeoff and a little too far over the top. Al Sherman, picture reviewer on New York Morning Telegraph and WNEW's regular purveyor of screen chit-chat. What accounted for Joan Lowell's appearance in the WNEW studio last Wednesday night (8) was an adventure film of hers, Joan Lowell, Adventure Girl, which had just opened at a Broadway house, the Helio.

Interviewer's fair for Ripponay and the debonaire manner when faced with the electric surpices less at all surprising, for this is the same Joan Lowell, who, as her memoirs tell, learned while still in girlhood to spit against the wind as expertly as any oldtime deckswalker and to be the best of them at times and apud in the art of causing. To neither of these talents did she resort during her brief interview on going along with her Sherman's queries, she gave a sprightly account of her wanderings down the Amazon, kidded the would-be adventurers who are determined on going alone with her, until they get a peek at her 3-foot schooner, and rang in a plug for "Adventure Girl's" Broadway stand by a second on a free trip aboard the boat to the girl who turns in the best adventure letter to the Helio theatre.

WNEW garnished up the Lowell event with a dance comb on the crooner. *Edna.*

Gene Stafford named manager of production and studios of WMCA, New York, and the American Broadcasting System. Assignment also makes him top man over the announcers. *Edna.*

**CORNELIA OTIS SKINNER**

Characterizations  
Commercial  
WEAF, New York

Considered by Otis Skinner to be the most intellectual daughter of an actor-institution, Otis Skinner, 55 years an actor and star of the legitimate stage and still going strong. Daughter of a famous actor, she has been embracing a wide range of skits and characterizations. Another of the same exclusive profession of big time elocution is Ruth Draper. Both ladies are good ones in legitimate theatres, concert auditoriums and school halls. Their entertainments might be described as glorified and intellectual chautauques. And of their cleverness there is no doubt.

For Rudy Vallee's Fleischmann show the choice of Miss Skinner was "Nurse's Day Out." Vallee commented that he had personally insisted upon her using this title. It's a good radio moral and was vivid and alive as given.

Considered by Otis Skinner to be a richly endowed contralto voice that comes across perfectly on the air. She is every inch a trouper and an actress and uses her voice and tricks for real effect. She can win, hold, and enthrall any radio audience when her material is as part as this sample. *Land.*

**No New Trend**

(Continued from page 29)

Peppermint-Drum.  
Muller-Pop Musical.  
Muller-Pop Musical.  
A. & P. Pop Musical.  
Carnation-Pop Musical.  
(Blue)

Blue Oil-News.  
Peppermint-Drum.  
Vick-Pop Musical.  
Lechman-Drum.  
Woodbury-Drum.  
Norwest-Teat-Pop Musical.  
Rough-Pop Musical.  
Simpson-Pat-Drum.

**TUESDAY**  
(Red)  
Gillette-Variety.  
Peppermint-Drum.  
Phillips-Morris-Pop Musical.  
Laird-Teat-Pop Musical.  
Premier-Pop Musical.  
Tosco-Variety.  
Palmolive-Opera.

(Blue)  
Blue Oil-News.  
Peppermint-Drum.  
Vick-Pop Musical.  
Lechman-Drum.  
Woodbury-Drum.  
Norwest-Teat-Pop Musical.  
Rough-Pop Musical.  
Simpson-Pat-Drum.

**WEDNESDAY**  
(Red)  
Gillette-Variety.  
Muller-Pop Musical.  
Peppermint-Drum.  
Muller-Pop Musical.  
Laird-Teat-Pop Musical.  
Premier-Pop Musical.  
Tosco-Variety.

(Blue)  
Blue Oil-News.  
Peppermint-Drum.  
Vick-Pop Musical.  
Lechman-Drum.  
Woodbury-Drum.  
Norwest-Teat-Pop Musical.  
Rough-Pop Musical.  
Simpson-Pat-Drum.

**THURSDAY**  
(Red)  
Gillette-Variety.  
Muller-Pop Musical.  
Peppermint-Drum.  
Muller-Pop Musical.  
Laird-Teat-Pop Musical.  
Premier-Pop Musical.  
Tosco-Variety.

(Blue)  
Blue Oil-News.  
Peppermint-Drum.  
Vick-Pop Musical.  
Lechman-Drum.  
Woodbury-Drum.  
Norwest-Teat-Pop Musical.  
Rough-Pop Musical.  
Simpson-Pat-Drum.

**FRIDAY**  
(Red)  
Gillette-Variety.  
Peppermint-Drum.  
Phillips-Morris-Pop Musical.  
Laird-Teat-Pop Musical.  
Premier-Pop Musical.  
Tosco-Variety.  
Palmolive-Opera.

(Blue)  
Blue Oil-News.  
Peppermint-Drum.  
Vick-Pop Musical.  
Lechman-Drum.  
Woodbury-Drum.  
Norwest-Teat-Pop Musical.  
Rough-Pop Musical.  
Simpson-Pat-Drum.

**SATURDAY**  
(Red)  
Gillette-Variety.  
Peppermint-Drum.  
Phillips-Morris-Pop Musical.  
Laird-Teat-Pop Musical.  
Premier-Pop Musical.  
Tosco-Variety.  
Palmolive-Opera.

(Blue)  
Blue Oil-News.  
Peppermint-Drum.  
Vick-Pop Musical.  
Lechman-Drum.  
Woodbury-Drum.  
Norwest-Teat-Pop Musical.  
Rough-Pop Musical.  
Simpson-Pat-Drum.

**COLUMBIA LIST**  
Columbia's evening commercial program for the fall break up when classified as follows:

Heath-Products-Pop Musical.  
Campbell Soap-Variety.  
Coca-Cola-Pop Musical.  
Ward Baking-Pop Musical.  
Blue Coat-Drum.  
Ward Baking-Pop Musical.  
Gold Dust-Pop Musical.  
Phillips-Morris-Pop Musical.  
Sanka Coffee-Pop Musical.  
Phillips-Touchpoints-Pop Musical.  
J. & W. Story-Drum.  
Coca-Cola-Variety.  
Coca-Cola-Variety.  
Ford-Pop Musical.  
Chesterfield-Classical Mus.  
Ex-Lax-Variety.  
Ward Baking-Pop Musical.  
Duncan's-Pop Musical.  
General Clean-Variety.  
Coca-Cola-Pop Musical.  
Horton Co.-Drum.  
Time-Drum.  
Vick-Pop Musical.  
Simpson-Pat-Pop Musical.

# 2ND COLUMBIA NETWORK?

## Removing Some of the Guesswork

Raymond O. Davies, former dean of Drake University and now associated with General Marketing Counsellors, Inc., is in process of developing a contraption for automatically checking programs. Professor Davies' idea is to install the mechanisms in from 20,000 to 50,000 home sets. Distribution would be national and cover what is considered by research experts to be the key points.

Davies' mechanism will function on the principle of the barometer clock, with the attached paper discs recording the number of hours during the day that the set was in operation and the stations tuned in. From this info there could be computed the comparative popularity of network and local programs and the stations listened to most in a particular community.

Professor Davies doesn't know what he will do with his checking affair. He would prefer to have it financed as an educational venture. Davies so far has not offered the idea to the Association of National Advertisers and the American Association of Advertising Agencies as a substitute for their joint program checking system, popularly known as the Crossley Reports.

## Brotherhood Bond Still Unites NBC And Seth Parker; Back on Air Soon

Everything about Phillips Lord (Seth Parker) and NBC is again being-totey. Following the straightening-out by John Royal of some differences existing between Lord and the NBC Artists Service and a slew of personal jabs that Lord got himself into, the network has arranged to allow all reports by picking up the "Seth Parker" creator for a cross-country broadcast. Program will originate from Lord's cruiser currently located in the Panama Canal Zone.

Among Lord's major troubles was the conflict he became engaged in with natives on the island of Jamaica while making a screen traveling. While Lord was trying to get out of this complication, which eventually reached the files of the State Department in Washington, various manufacturers in the United States were burning up at his failure to live up to agreements with them. Most of the Lord cruiser had been equipped with contributions. To these manufacturers Lord gave promises. He assured them that during the cruise he would take pictures of each one's equipment in use and forward the plates to the manufacturers concerned so that they could reproduce the photos for distribution among the trade, as well as for advertising purposes. Lord will not see that these equipment donors get their promised pictures.

He will also proceed with his contemplated intention of making a tour around the world.

## Station Hires Adv. Mgr. To Handle Politicians

Seattle, Aug. 13. With the warm season in politics fast approaching and in anticipation of chances for increased business arising out of it, KOMO-KJR have added to the commercial staff Fred Warrick, who will handle all political advertising.

Warrick, an experienced political newspaper man and campaigner, will have the duty of turning campaign money into radio coffers—soliciting various candidates for radio time.

Presumably all politicians must do business on a C.O.D. basis as with political printers, etc.

## Party's Painful End

Pittsburgh, Aug. 13. Jim Hughes, official at WJAN, Danus Murray, sports announcer at KLV and press agent at WJAN, and Bill Forreth, newspaperman, were severely injured here last week when their car struck a pole in heavy traffic.

The men were returning home in the time from a party tossed by a local night club in honor of regional contestants in CBS' Campbell Young auditions. They were en route to a hospital and a doctor called a day later.

## CBS FIGURES 'B' CHAIN BY 1935

**Talk of Splitting Up Present 90-Station Hookup to Handle Sponsor Demand**

### WEAK LINKS

Chicago, Aug. 13. With evening time practically a complete sell-out and with a waiting list a yard long, the Columbia Broadcasting system is reported seriously discussing the possibility of a second network. The matter has been brought up several times in the past but always shelved. This time, however, the indications are that CBS will actually attempt the formation of the 'B' web.

CBS officials have stated that with a couple of additional towns, the 'B' web would be a cinch to get organized by 1935. With some 30 stations now on its list CBS feels that it is in a position to rearrange a good many of these transmitters to make two networks of national coverage. They point out that seldom has any one advertiser bought the complete setup of stations. Usually the advertiser has been able to pick up certain groups and get pretty nearly complete coverage without taking all 90 of the outlets.

Columbia is investigating the key spots of the eastern and midwest territories for the 'B' transmitters in certain necessary markets such as Pittsburgh, Chicago, St. Louis.

### Chi-St. Louis-Pitt

In Chicago CBS would have either WJJD or WIND as its 'B' outlet. In St. Louis it would be a matter of KSD or KWK. In Pittsburgh there is KQV. These are the most obvious spots on which Columbia is now working. There are others which are on the fence.

Columbia is finding itself badly cramped for evening space this selling season. Choice hours in the 7-10 p.m. period have been gobbled up on long-term contracts. CBS finds it's unable to accommodate local CBS customers. Both CBS and NBC are set for a big boom and spread in radio this coming season and CBS is afraid that NBC with its two webs will get far advanced, until Columbia does something to keep abreast.

## Don Lee Grabs 4

San Francisco, Aug. 13. Sales department at Don Lee's KFRC clicked with four important commercials this week, including Stewart-Warner's sponsorship of Capt. Hugh Doolittle on a five-mornings-a-week Lee network shot. Humboldt Beer starts a comedy show Aug. 16, Manuella Jewelry Co. is leaving KYA and bringing its Louise Taber series on California history to KFRC, and Nu-Ename! is buying a spot on the Happy Go Lucky hour.

## J. BENNY VACATIONS, JOINS 4TH SPONSOR

Jack Benny leaves General Tire at the end of September and after a two-week vacation resumes on NBC for Jell-O (General Foods) Oct. 14.

It will make Benny's fourth commercial connection.

## Fire Silences WFBC

Charlotte, N. C., Aug. 13. Fire of undetermined origin completely destroyed the transmitter for radio station WFBC at Greenville, S. C., and damaged the auditorium building in which it was housed. Station will be off the air for an indefinite period while installation of a new transmitter goes forward with all practical haste.

Station is owned by the News-Piedmont Company, of Greenville, publishers of an afternoon and morning newspaper there.

## Announcer's Mishap Mars WSOC's 1st Play-By-Play

Charlotte, N. C., Aug. 13. WSOC finally crashed the gates of a regularly scheduled Piedmont League baseball game by putting the Charlotte Hornets-Wilmington Pirates monsoon on the air last week. This particular game was sponsored by the Shriners and this organization helped the station to break down the no broadcast rule. Ben Douglas, announcer for the occasion, leaned too heavily on the ball park's grandstand rail and landed on his face on the concrete floor of the Hornets' dugout, thus effectively removing himself from the sports announcing field for some time to come. Ed Sims handled the mikes.

## R&R Gets Coleman Bix

Chicago, Aug. 13. Ruthless R & R agency has snapped the Coleman Lamp and Shreve account. Was previously with Feltz-Turnbull agency in Kansas City. Ruthless Lamp, Shreve and Shreve, an important radio advertiser, is being taken over by the agency.

## 3,000 Erie, Pa., Citizens Wait at Dock For Imaginary Maxwell Show Boat

### Femme Censor

Janet MacRorie is to become an advertising copy censor for NBC. Understood she will wield the blue pencil from the woman's angle. She starts in a couple of weeks.

Miss MacRorie quits the Public Service Corp. of New Jersey to join the network.

## DELAY EXPANSION OF CBS SERVICE DEPT.

Question of whether Columbia will expand the operations of its local service department, so as to take in its associated stations, will not be decided until the end of this week.

New York and Chicago execs of the network were to have met at the home office last week for a mulling over of this topic, but business matters caused a week's postponement of the gathering.

## WPEN Censors Copy

Philadelphia, Aug. 13. Recently reorganized WPEN has appointed its commercial manager and sales contact man as a committee of two to pass upon the acceptability of all contracts offered the studio. Idea is to weed out all objectionable ones at their source.

Two men have been given the power to censor all copy in order to reject the ambiguous, questionable or far-fetched material before it reaches the air. Especially hard treatment will be given to the use of superlatives in business copy as well as the building up of complexions' weaknesses.

Station desires to keep its audience well informed without having them hoaxed, offended or confused.

## Lux's Sunday Matinees

Lux soap has okayed the series of full hour dramatic shows mapped out for it by the J. Walter Thompson agency. It will be a Sunday matinee affair, with Oct. 7 the starting date.

Opening rationed stage play won't be set until the royalty situation for all the scripts involved in the series has been cleared up.

## Flamm May Be Active Again

## Destiny of WMCA, New York, Up in the Air — New Deal Under Discussion

## Transradio Forms Subsid For Shortwave Bulletin

Transradio Press Service, Inc., has incorporated a subsidiary to handle the delivery of its bulletin to radio stations by way of shortwave. New corporation, Radio News Association, is capitalized at \$50,000. Officers are Herbert Moore, president; W. G. Quisenberry, v. p. and gen. news rep.; and Otto Treubert, v. p. and general sales mgr. Swift will also serve as sales director Transradio.

Stations now being served by Transradio reported about 14.

## Sanka and Lillie

Probability of Bonnie Jaffe doing a series for Sanka coffee (General Foods). Musical background of the half hour show would be furnished by Lou Gluskin.

George Mober and Donald Flamm, presidents, respectively, of the Federal Broadcasting System and the Knickerbocker Broadcasting System, were still waiting yesterday (Monday) to hear what the former's Wall Street associates were going to do about renewing the negotiations lease on WMCA. Second year of the lease deal between Flamm, licensee of the wavelength, and Federal is due to become effective Thursday (15).

Whether the Wall Street action will prompt the WMCA-American Broadcasting System, picture is problematical. Several conferences were held last week on the WMCA lease, with the lessee asking for a revision at the present money terms. There is a possibility that under the new deal Flamm will become involved again in the operation of WMCA. Even if the Wall Street group drops out of the WMCA-A-B-S deal, indications are that Flamm will continue with both propositions.

Erie, Pa., Aug. 13. About 3,000 natives swarmed to the Public dock here Thursday (9) awaiting the arrival of the mythical Maxwell House showboat, which used the port of Erie as its locale in its broadcast from the N. Y. studios of NBC.

People barked on the upper deck of the dock, every auto which could crowd on the lower level and trafficked up the Main stem, six blocks away, as the time of broadcast drew near. The ship's bells on the dock struck twice—9 p.m., and thousands of eyes peered toward the channel where Lake Erie pours into the bay here. But no showboat chugged into the harbor.

Build up on the Thursday night program was an realistic that a meeting of an old German club—the Manchester, was called-off because the chairman wanted to get his family down to the lake front to see the showboat.

Showboat has been 'sailing the lakes.' It has been at Detroit, Cleveland and historical old Erie—the harbor described as though by a native, was pictured vividly by the 'crew.' Town figured it was the best send-off since Perry's Battle of Lake Erie in 1813, and has given it more exploitation than the fifty years the Chamber of Commerce has been in business.

One motorist, who insisted on getting by traffic officers, claimed he had a personal letter to 'Capt. Henry.'

Newspapers ran stories day preceding the showboat was due to 'arrive' in port. Natives at the dock got wise that boat was paddling in the NBC studios and not Lake Erie, when auto radios tuned-in together and the volume made a fine open air waterfront concert.

## United Drug Spurge On 220 Stations

United Drug has for the coming Fall campaign upped its list to 220 stations. Last Spring the drug combine through local dealers used around 150 outlets.

Either spread is a twice yearly event and has for its motivation the penny sales idea. Coming Fall campaign calls for five consecutive daily 45-minute broadcasts—with each a recorded musical show.

## Art Kassel Sponsored

Chicago, Aug. 13. Paris Medicine has ticketed Art Kassel and his orchestra and Pat Kennedy over CBS on a 30-station chain three times a week from 1:15 to 1:30 p.m. Broadcasts will start Sept. 30 from Chicago.

## Mildred Bailey, Robinson

### Win \$3,900 From Vick

Vick Chemical is set with a program for both the NBC and Columbia series. The three quarter-hour on NBC will be filled by Mildred Bailey, a girl trio and the Willard Robinson orchestra, while Freddy Martin's band will take care of the account's CBS half hour.

Price for Bailey-higher commission is \$3,500 a week, with the sale being made direct to the concerned by Jean V. Gramlich, Inc. Martin's band for \$1,700, with this figure also covering the waitress in the show.

## Bab-O's Celebs

FBI O' program over NBC will use Bab-O's celebrities with celebs starting Sept. 15. Bab-O's will do the introductory Jean Lowell and Les Chappell, except as their own acts.

## Jobs and Seekers Linked by WGAL; Saves Shoe Leather of Unemployed

Lancaster, Pa., Aug. 13. Saving the unemployed foot mileage is an innovation of station WGAL, of this city.

Each afternoon at 1 o'clock the station broadcasts a short program in co-operation with the State Employment office located here. The office furnishes the station each day with a list of available jobs and they are presented in the program.

In a typical day, the jobs offered included: three carpenters for remodeling work, six farm workers, two skilled workers, three silk weavers, two janitors and several miscellaneous jobs.

Mark M. Wickert, head of the local employment bureau, states that all jobs announced over the air are filled before the following morning. Before the radio tie-up was made, several days frequently elapsed before all jobs were filled.

Cases are frequent in which wives listen for the program and pick the work spots for their husbands, hustling the gents off to duty as soon as the broadcast is noted.

Program is considered a very fine piece of promotion since it not only builds audience good-will, but gives the commercial boys a talking point on the quick response on the radio appeal.

## Alleged Mann Act-Breaker Impersonates Radioite

Albany, Aug. 13.

Saying he was 'Little Jack Horner' of station WLW, Cincinnati, Frank P. Clough of Columbus, Ohio, is under arrest at Catskill on a charge of abduction and violation of the Mann act. Clough was brought back from Bridgeport, Conn., where he was arrested with a 16-year-old Catskill girl, who said the man, posing as a minister, had promised to marry her.

Before leaving Catskill with the girl, Clough, posing as the radio entertainer, announced he would stage a floor show at the New South-paugh hotel. In connection with this he is charged with passing rubber checks.

## Shepard Wins Suit

Boston, Aug. 13.

Aedon-Blinner Organ Company's action against the Shepard Broadcast Service, Inc., for alleged infringement of a patent issued to Arthur H. Marks for broadcasting organ music in a soundproof booth was dismissed by Judge Bliska H. Brewster in an opinion handed down in the Federal court last week.

Aedon-Blinner Co., which obtained the patent from Marks by assignment, claimed that Marks' contribution was negligible, as he isolated the organist so that no primary sound could reach him and provided for a substantially synchronous rendition between the primary and the broadcasting rendition.

Lengthy hearings, at which experts testified, were held some months ago before Judge Brewster. From the evidence presented the court found that the defendants did not infringe on any patents.

Free & Steininger office is representing WTCN, St. Paul, for national spot business. WTCN is the new label for WHRM.

## Plug Each Other

Los Angeles, Aug. 13.

Estimate cordials is in existence between KNX, Hollywood, and WGN, Chicago, whereby each station will put on a weekly program, starting around Sept. 15, plugging the advertising virtues of each other.

Plan is a 15-minute musical with an appeal, in the case of the Coast outlet, for WGN as an air coverer of the Chicago field and vice versa in the case of the Chicago station.

## Haenschen's \$50,000

### Deal Off with World

Gus Haenschen has withdrawn from the World Broadcasting System, Inc., and gone into business for himself. As musical director for the WBS' Sound Studios Haenschen drew a guarantee of \$50,000 a year. Haenschen's connection with World dates back to its organization eight years ago.

His present network programs are the Bayer half hours on both NBC and Columbia and the Maxwell House Show Boat.

Alton Brown put on an audition last week at NBC, New York, explaining the Einstein theory. Philip Carlin okayed the thing and Brown Cutting had to listen to it.

## 'Don't Be So Hardboiled,' Is Song Pluggers' Plea to NBC, New York

Committee of professional managers from the music publishing industry last week appealed to the NBC program department for a revision of the rules which bars them from getting advances info about the network's programs. Under the shutdown order the publishers have no way of knowing whether their songs have been included in a program until they are actually performed on the air.

Another drastic step taken by the web against the publisher's contactman has to do with his activities in the reception rooms that adjoin the studios. Not only are the songplacers being denied nightly passes to these premises but the network has set out to pick up any of the annual passes that are outstanding among this element.

Originally the songpluggers could find out from the web's music division at any hour of the day or on any day of the week whether their tunes were listed on programs of the immediate future. Three months ago the program department restricted the dishing out of this info to an hour each two afternoons a week. Courtesy was abolished altogether recently. During its call on the network last week the professional men's committee was told that this last action had been necessitated by a shortage of clerical

## JULIAN FIELD'S NEW JOB

Radio Executive Aims Film for Bankruptcy Relief

Julian Field leaves Columbia as director of commercial program sales at the end of this week to join the radio staff of the Joseph Katz agency. Don Larson continues as head of the Katz agency's radio department.

Practically on the eve of changing jobs Field last week filed a petition in bankruptcy with the New York Federal Court. He gave his liabilities as \$13,177 and assets, none.

With the departure of Field it will make five members of the CBS commercial program sales department that have quit within a period of three weeks.

## Williamson Joins CBS

### Midwest Radio Sales

Chicago, Aug. 13.

Phil Williamson joins CBS here to handle representation job for the Midwest CBS transmitters on the Radio Sales spot list. He fills in the spot vacated by Bob Stephenson, who transferred to New York to represent KMOX, WCCO and WBBM for spot his.

William was previously with Scott-Howe-Dowen here.

## KING PINCH-KITTING

Jean Paul King, Chicago announcer, is spending two weeks in New York pinch hitting for Tiny Ruffs on the Palmolive and Ipana-Sal Hepatica programs. Benton & Bowles agency brought King on for the assignments.

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side serial, 'Clara Lu and EM'

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# RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

## OUTSTANDING STUNTS:

### GOLF TOURNAMENT REPORTS WKY, OKLAHOMA CITY

#### Covering Golf Tournament

OKLAHOMA CITY. WKY, local NBC outlet, had one of the most elaborate set-ups ever installed in the Southwest for covering a golf tournament, during the recent Western Amateur championship battle at Twin Hills. Station's engineers had nine plugs in nine locations on the course. Hot spots of the tournament were covered by a portable short wave set, with a receiver and mixing panel at the clubhouse for land wires. Circuits were arranged in such a manner that an announcer at any position could talk with any other announcer or the engineer at any time. There were seven miles of wire in the hookup, and four announcers and two operators were on duty for the six days of the tournament.

Announcers were Earl Hull, chief engineer; Gayle V. Grob, WKY station manager; Frank Martin, and Edgar T. Bell, secretary-treasurer.

#### 100,000 Critics

New York.

Following the announcement that Vera Van had won the New York regional contest in the Campbell song hunt for a girl to work opposite Dick Powell in 'Hollywood Hotel,' considerable adverse comment about the whole promotional stunt started to take focus.

Vera Van is a veteran of radio and the Columbia network. More than that, she dates back to show business and stage opportunities. It is therefore incongruous for such a seasoned performer to be participating in winning an 'opportunity' contest.

Columbia tabulates 26,000 contestants. Multiply 26,000 by four mothers, doing families and other parties, and then let some professional already well established with a content that was to bring fame to an unknown, and presto! Campbell

soup has acquired 100,000 critics and CBS probably some 111,111.

Contests are too easy to be entirely meritorious as radio showmanship. They are too often made more enemies than friends. And when there enters any suspicion, however small, the contest can become dynamic.

Fundamentally the Campbell soup provides permitting professionals to compete in a contest with amateurs seems to have laid the groundwork for trouble. On Aug. 16 the finals will be held. Already it is being said that the talent hunt has been too successful in getting publicity and will therefore be watched and commented upon with particular keenness.

Advance publicity is desirable, but not too much. That often works a disadvantage. Can any program meet extravagant expectations aroused by a far-reaching campaign in advance of inauguration?

#### Elephants to Ride Upon

Syracuse.

A radio broadcast from an elephant was a new invention in Circus Days events in Syracuse when Hagenbeck-Wallace came to town. WFLC, Columbia outlet in Syracuse, packed short-wave equipment, an operator and announcer on one of the largest elephants in the Circus Day parade and broadcast for 25 minutes. Announcer Bill McGrath, ad-libbed description of the parade, the crowds and the antics of the elephant.

One of the unexpected highlights was when the elephant almost upset the whole works by scaring a horse and making plenty of excitement for the onlookers as well as the radio audience. Another stunt announcer, Bill Lundigan, was perched on the marquee of Low's State Theatre with another remote set-up to describe the parade as it passed the theatre and shifts were made from the elephant to the theatre and from the station studios where Bob Keefe read the commercial announcements of the Toy Furniture Company sponsoring the broadcast.

#### Programming for Zip

Charlotte, N. C.

WBT has a new program scheduling system that will require the most exacting control pick-up. In

## Hoax Didn't Work

Seattle, Aug. 13.

Instructed by Bert Fisher, KOMO-KJR general manager, to give a young stranger an audition, George Godfrey, dramatic director, gave the youthful applicant, who had 'acted' in his senior class play, continuity and instructions.

Following the audition he said to the young man, 'I think we can find a place for you if you can get away from your present contract,' and turning to Fisher, he said, 'What are you trying to do, kid me?'

Godfrey had recognized the voice of the applicant as that of Billy Page, of 'One Man's Family' and 'Memory Lane.'

the future portions of the daily program will be divided between the local studio and the chain broadcast by numbers rather than by 15-minute program periods.

For instance, after opening with a local artist the program will be switched back to New York for a dance number, then back to Charlotte for the baseball scores, then back to New York, and so on. This alternating between the Charlotte studios and chain programs originating in New York, Chicago, Washington, and so on, will depend very largely on the very fine degree of perfection in control pick-up.

The station's control engineers will have to keep long pauses out. W. A. Schudt, Jr., station manager, hopes to be able to offer a fast-moving variety show every day in this manner. Switched in will be such vital information as the weather, etc. Application of showmanship to the entire program schedule is the aim.

#### Head Materiel

New York.

East and Dumke have been teaching new boys lately in the matter of silliness. As the 'Sisters of the Skillet' they struck upon a formula that worked very well three or four years ago when the dial was simply incidental. But now the puerile pulchrum dominates and the singing is played down or practically forgotten.

Long-winded joking and self-lauding without the redeeming virtue of spontaneity or humor makes of the East and Dumke present routine something which only a previous reputation could get away with.

#### 'Junior Fireman's Club'

Richmond, Va.

Lord and Thomas is finding out through WRVA, Richmond, the results-getting capacities of a stunt for Quaker Oats.

A 25-week test started Aug. 7 to reveal the sales pull of a 'Junior Fireman's Club' whereby kids obtain various ranks in a mythical 'Fire Company No. 17.'

More boys took part in the fancier title the kid gets. Special salesmen are working for maximum tie-ups through retail outlets.

#### Oxydol the 'Giveaway'

Schenectady.

Another offer is being made on the 'Ma Perkins' Oxydol afternoon broadcast over the NBC red chain, this time in the form of a 'Ma Perkins' clothsiepin-apron. To cover part of the cost of making and mailing the article, which, it is announced, has not yet been put into production on a quantity basis, women listeners are asked to mail ten cents, in coin or stamps, and the top of a package of Oxydol, to a Chicago post office box.

As on the previous tender, mention of the article is worked into the scripts, and announcer also plugs offer strongly.

#### Drug Store Displays

Seattle.

Profiting by its recent success in building a radio-dog business of other-advertised drug products in the window of a large downtown druggist, KOMO-KJR is conducting an extensive campaign for more co-operative displays of the same kind.

Commercial Manager H. J. Quinn has sent about 500 letters, covering over 200 druggists in Seattle and vicinity, proposing a co-operative display. Enclosed with each letter is an NBC folder telling of the success of a St. Louis druggist in pushing radio plugged merchandise, and a list of over 10 advertised drug products with the name, sponsor, and time of the program.

At Hatch, KOMO-KJR publicity manager, and his staff are handling the work.

Druggists, both wholesalers and retailers are reacting favorably to the station's proposal. Loads of good-will towards radio advertising is being instilled in them through the KOMO-KJR plan.

#### One-Sentence Advertising

Lancaster, Pa.

Short spot announcements can be extremely effective means of advertising, if used in sufficient quantity. This is demonstrated by the Fulton Theatre here, which uses

from 10 to 15 one-sentence announcements a day on Station WGAL.

Spots, calling attention to the current attraction are aired right before the station call letters are given. Theatre, doing straight 10c and 25c attribute much of the credit for their continued packed houses to the radio. At practically any time in the day, the radio listener is reminded not to miss the picture at the Fulton.

Announcements were started more than a year ago as an experiment, but demonstrated their pulling power quickly and have been continued ever since. Within the past several days the Fulton renewed a 52-week contract for these spots.

Announcements run something like this: 'Showing today and tomorrow at the Fulton Theatre, the musical picture "Bottoms Up." Another like this: 'A love story with laughter and music in "Bottoms Up," showing today for the last time at the Fulton Theatre.'

#### Blessing Jim Miller

New York.

Two kids singing on the Blue Jamboree program from San Francisco devoted an entire song to lyrically glorifying Jim Miller, patron saint of ancient gags.

Boys expressed themselves as humbly grateful to the bard of the wheezes whose medieval labors enable them to avoid modern labor.

#### Dentists' Dog Fight

Tacoma.

Local dental plumbers are still at it. One of the molar specialists has an Austin with loud speaker equipment parading the town with records and plenty of blab. Dentists had a falling out, whereupon the ousted gent opened directly across from other with blare of trumpets and noons and plenty of newspaper, billboard and radio.

After the loudspeaker bally, other brother had a large sign built with 'Main Office' in plenty large letters.

#### New York.

Parmelee Taxicabs, sponsoring Landt Trio and White over WGEF, New York (local only), seeks employee interest in the program through publicity material planted in 'The Brotherhood Register,' organ of the Parmelee company union. Company distributes part of the capacity of an NBC studio to the drivers' weekly.

#### Songwriting Stunt

Lancaster, Pa.

Making songwriters of the whole radio audience is a new showmanship stunt of Station WKJC, this city.

In a new contest, originated by Jan Krupa and Joel Bard of the station staff, listeners are asked to write original words for a specified song. Only the words for the chorus of each number are submitted.

Program, which is very elastic and allows for a lot of patter, consists of reading and singing the parody chorus lines, the awarding of the weekly prize and the naming of the next song. Latest is 'I'll Bring Along.'

The program is a strong mail puller and operates on four movie ducate a week.

#### Staging a Parade

Charlotte, N. C.

In broadcasting a Brenson's parade, WBT arranged through series of agreed-upon signals that all bands and noise-makers in the line of march should swell to their loudest pitch and continue that way within the pick-up range of the station's street mikes.

By artful dovetailing and pre-arrangement the parade was broadcast without the customary interlude of silence and inaction.

#### Film Studio Pick-Up

New York.

A stunt fairly common in Los Angeles is receiving its first eastern trial this week when WMCA takes a microphone into the Biograph studio, New York, to transmit over the air a pick-up of actual moving picture scenes in the act of being made.

Robert Armstrong, Adrienne Ames, Ralph Bellamy, Donald Cook and the film actors who will go through their stuff under director Charles LaMott, while WMCA's commentator, Sam Taylor, tells radio listeners what it's all about. 'Gigolette' made by Select Pictures is the film.

#### Reiss Dayle at WCAE

Pittsburgh, Aug. 13.

Helen Dayle (Holomon), local gal who has been on continuity gal at WLW, Cincinnati, for several months, is at WCAE in same capacity, also doubling in brass occasionally in dramatics. Reiss succeeds Tom Wilmont, who resigned recently to go east where he will work next season on Joe Penner's scripts with Parke Levy.

Miss Dayle before going to WLW was for a couple of years with WWSW here in a number of capacities, including stylist, announcer, publicity director and special explanation assignments.



WABE  
columbia  
broadcasting  
system . . .

monday  
thursday  
friday  
8:00 p.m. e.d.s.t.  
coast-to-coast

management  
TED COLLINS

**LINDA CARLON**  
Dramatic  
Actress  
WLW Staff Artist

A dramatic actress whose name has gleamed in lights above Broadway upon many an occasion, Linda Carlson has joined the dramatic staff at WLW, and is being featured in a number of outstanding productions. She played leads in the road productions of "Three Wise Folks" and "East is West". In Los Angeles she played in "The Last of Mrs. Cheney" and "Remembrance Walk". In New York she was featured in "Broadway Shadows", "Three Times the Heat" and she created the role of the secretary in the hilarious farce, "Blessed Event". She had an important role in "The Ninth Guest". At WLW, Miss Carlson is now playing the title role in the new daily feature "The Life of Mary Sothern", and is heard in "Corporal", "Ten Leaves and Jade", the "Konrad Unsolved Mysteries" and other dramatic features.

From the sound of footsteps to a symphony orchestra . . .



talent and production facilities cover the gamut of radio entertainment . . .



# Radio Chatter

## New York

Through his daily broadcasts over WGY and personal appearances last winter, Hank Keefe made contacts which enabled him to use high school lots in several Mohawk Valley towns for his tent show, now touring.

Bureau Maikham, who edits WGY's daily "Pala Paper of the Air" under by-line of "Bill Robbins" and who chairs the station's Friday evening "Farm Forum" with his own name, away on a vacation, with Bob Cragin substituting.

Health Hunters, N. Y. State Department of Health group, which broadcasts a weekly sketch, written, directed and announced by Thomas C. Stowell, celebrated first annual birthday last week. Personal and community health propaganda, carried on by this medium, has proved so effective that the employee-theatians recently made a series of electrifying trips for use over other stations.

Health Dept. has been broadcasting via WGY for 10 years. Philharmonic's concluding concert from Madison Aug. 20 will mark WGY of all other programs from 8:30 to 10:15 p. m.

Pauline Albert, radio warbler, gets a week at the Radio City Music Hall.

Alma Diebhart, Triszie Fitzgerald, Louise Lincoln interviewed by Bide Dudley over WOR.

John Paul King announced last week's radio hour over NBC as an added chore on his fortnight holiday away from Chicago.

WMCA controller, Ted Gardner, is suspicious of anybody trying to

crash the control room, where public is barred. How George Horner brought in some bigger the night Al Smith broadcast, and was given a Missouri challenge by Gardner. Lee Cronin, pinch hit when Chairman of Ohman and Arden, couldn't make the Horton Varieties program because of illness.

Two saxophones mysteriously vanished just before the Cretic program's start last Friday (10) at NBC, and aged the saxophonist 10 years trying to borrow an instrument to use in the show.

"Hysterical History" goes WOR under Helen Bernstein auspices. She previously piloted "Bronx Marriage Bureau" on same station for three years.

Juvenile stars of the Horn & Hardart hour on WABC appeared in person at the Playhouse in Hudson. They presented a revue.

Kickapoo from Albany, precedes its daily radio program, with recommended programs under the heading "Mary O'Neill Suggests." She is radio columnist for the Sunday Knickerbocker Press.

William H. Haskell, drama and radio editor of the Albany Evening News, presented Sylvia Field and Grace Clark of the Berkshire Playhouse, Stockbridge, Mass. in a scene from "Pursuit of Happiness" over WOKO, Albany.

Johnny Johnson's orchestra is now broadcasting over the NBC red web from the Hotel Monmouth, Spring Lake, N. J. Bertram Brown, singing with the leader in piano duos, during act, mention, as do "Tootsie" Harry McDonald and Gary Gross, Johnson's standby singers.

Patricia Sheldon, who, as "Betty Lenox," broadcasts daily household talk over WGY, off a program next week, with Carolyn Reed substituting.

WFLA, Pensacola, has resumed "Aunt Sammy" broadcasts on a sustaining basis. "Aunt Sammy" is Mrs. Martha Powers, who gives household hints Tuesdays, holds cooking school on Thursdays, and conducts a parents' forum on Fridays.

## Nebraska

Harold Fair, of Joseph & Jacobs, advertising office, lent his aid in WOV broadcasting air races. Fair former chain announcer.

Paul Luther back at the microphone at KOL following his accident of six weeks ago. Still using a cane temporarily.

Helen Lewis of WOV business staff in Chi for her two weeks' stretch of vacation. May Lanquet relieving.

Jansky-Bailey, Inc., sending in their engineers to relocate WOV's transmitter preparatory to hiking power to 2.5-30 watts. Kgw power not scheduled for use before fall.

## New England

Always different, Vic Whitman, from Norway, Maine, is sending back post cards with no pictures on them.

"Stardom Express" is the title of a new weekly series started over WEEI, Boston. Arthur Miles will give the best of his auditioned talent an opportunity to be heard.

At Boston, WLEY, in Lexington received permission from the FCC to move his station to Lowell, Mass. He has asked for new call letters, which are to be WLLH. The new station will be located in Rex Center, Lowell's sports high-spot. The last broadcast of WLEY will be the last day of August.

Kankow net will make a pick-up from the Ogunquit Playhouse at Ogunquit, Me., where a performance of "At Marian's" with Laurette Taylor, will be played. This is probably the longest local pick-up to have been made.

Attempt of Sterling Couch, program director of WHTC, Hartford, to take a "hole in one" was thwarted when instead of sinking the ball in the cup Sterling took a dive into a water hole when he attempted to retrieve the recalcitrant ball. Left Sterling with a sprained thumb and wet clothing.

Rosky Clark, radio of Bridgeport Post, blasts CBS for all-brainers of Dick Powell leading local regional auditions.

Arlene Lederer back pinovating at WUC as of this date.

Paul Dunning, co-author, and Gloria Grifton of cast of "Kill That Story," this week at Westport Country Playhouse, will co-star "Connecticut" (celebrity) program Friday on WICC, Bridgeport.

George Hall and GBSers with Loretta Lee, next Sunday beginning a New England week of one-nights at Rotor Point Park, South Norwalk.

Len and Leona claim long-distance record among WICC broadcasters; came all the way from New London.

Cast of "Three Fancies" Alma Deffen's WIC's continuity, indicating for three weeks.

Eric Johnston's Bridgeport land

## New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)  
H. W. Ayer & Son, Inc.  
560 Fifth Ave., N. Y. C.  
Douglas Coulter.

Gotten, Barton, Douglas & O'Brien, Inc.  
262 Madison Ave., N. Y. C.  
Arthur Fryer, Jr.  
Herbert Sanford

Benton & Bowles, Inc.  
444 Madison Ave., N. Y. C.  
R. M. Ruffner.

Bio-Co, Inc.  
523 Fifth Ave., N. Y. C.  
Milton Blaw.

Blackett-Sample-Mummert, Inc.  
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Frank Mummert.

Blackman Co.  
122 E. 42d St., N. Y. C.  
Carlo De Angelis.

Cecil, Warfield & Cecil, Inc.  
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The Paul Cornett Co.  
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L. S. Cuskin.

Samuel C. Croot Co.  
28 W. 44th St., N. Y. C.  
Arthur Anderson.

Erwin, Wassy & Co., Inc.  
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Charles Gannon.

William Eddy & Co., Inc.  
160 E. 42d St., N. Y. C.  
William Eddy.

Edward Byron.  
Federal Adv. Agency  
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Fletcher & Ellis  
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Lawrence Heacock.

Gardner Advertising Co.  
330 W. 43d St., N. Y. C.  
R. Martini.

J. Sterling Gatchell  
420 Lexington Ave., N. Y. C.  
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A. A. Kron.

Lawrence C. Gumbinner  
9 East 41st St., N. Y. C.  
Paul Gumbinner.

Neoff-Metger, Inc.  
745 Fifth Ave.  
Louis A. Witten.

Joseph Kats Co.  
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Benjamin Larson.

Lambert & Pausley, Inc.  
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Martin Horrell.

Lawrence & Mitchell, Inc.  
17 E. 45th St., N. Y. C.  
Mann Hollner.

Robert W. Orr.  
Lord & Thomas  
247 Park Ave., N. Y. C.

Montague Hackett.  
McCann-Erickson, Inc.  
285 Madison Ave., N. Y. C.

Dorothy Barstow.  
Newell-Emmett, Inc.  
40 E. 34th St., N. Y. C.

Richard Strobridge.  
Paris & Pearl  
370 Lexington Ave., N. Y. C.

E. J. Cogan.  
Peak Adv. Agency  
271 Madison Ave., N. Y. C.

Arthur Blumheller.  
Pedlar & Ryan, Inc.  
250 Park Ave., N. Y. C.

David P. Crozier.  
Edward Longstreth.  
Frank Pressbury Co.

247 Park Ave., N. Y. C.  
Fulton Dent.  
Ruchardt & Ryan, Inc.

247 Park Ave., N. Y. C.  
Myron P. Kirk.  
P. B. Ryan, Jr.

J. Walter Thompson Co.  
426 Lexington Ave., N. Y. C.  
John U. Reber.

Robert Colwell.  
Young & Rubicam  
285 Madison Ave., N. Y. C.

Hilbert Robinson.  
W. R. Stuber.  
Don Stauffer.

has new location—Edgewood Inn outside Albany, with probability of WGY emanating.

Tony Denno organizing Cam Rite ork at house band for McCormack & Barry, Bridgeport dance hall operators.

Edith Josephson, long-time WICC songstress, landing vaude contract in New York.

Royal Recorders, Hartford novelty group, getting regular spot at WICC, Bridgeport.

## North Carolina

W. A. Schadt, Jr., manager of WPT Charlotte, N. C., was sent to Atlanta, Ga., to handle publicity on the southern regional Hollywood Hotel contest. Margaret Chelek, of WPT, was one of the contestants.

Lon March's department store,

Asheville, N. C., presented a series of one-hour programs over WUNC, that day, celebrating its 45th anniversary. Joseph White, tenor, used.

WBT, Charlotte, N. C., is going to amplify its weather announcements. In the future the station will give the three different forecasts—for the mountain, Piedmont and seashore sections of the Carolinas. It will also give the tides for the benefit of fishermen.

Southern Peach Growers' Association sent WBT, Charlotte, N. C., two crates of peaches. The staff ate peaches for days.

During the hot weather the business staff at WBT, Charlotte, N. C., has Saturdays off each week.

Charles Crutcheid, announcer at WBT, Charlotte, N. C., is back at his post after a vacation at Charleston, S. C., and Polly Beach.

Paul Rosecrance, chief engineer for WBT, Charlotte, has returned from a vacation trip to Cincinnati and Chicago.

Henry Grossman, an engineer for Columbia, in Charlotte for two days. Announcers at WBT, Charlotte, have formed a swimming club that meets daily in the Y.M.C.A. pool.

John Frazer, sports announcer for WBOC, Charlotte, N. C., has resigned to accept an announcerhip with WUNC, Asheville, N. C. He is being replaced by Ed Sims.

28 W. 44th St., N. Y. C.

## Indiana

Ted Connor's orchestra now broadcasting over WKRF, Indianapolis.

Finalists in WOV's star contest which the CBS sponsored for the Campbell Soups, have all been definitely spotted on the air now with: Evelyn Lay, Friday afternoons at 5:15; Dorothy Keenan, Mondays at 8:15; and Mary Lawrence, Tuesdays at 7:30. Mary Berghoff, who won the Chicago trip, was auditioned by Ted Weems and two other hands after the semi-finals up there.

Harry Flannery, Dave Newlinson and others from WIND relaxing at the Dunes.

Maxwell Maxwell, WOV program director, back from Auburn, where he talked before Lions' club.

Fred Kieg still relating the scenic wonders of the Northwest after his month's vacation in the Canadian Rockies.

Roseanne Stephens, radio and night club juvenile, is spending the summer in Hollywood with relatives and may try for pictures.

Earl Gardner's unit now barnstorming Iowa and other Midwest points.

## Missouri

Carl Smith's orchestra is now playing a daily quarter hour over WHB, and is playing for dinner and dance sessions at the Kansas City club.

Wendell LaHay (Mrs. Blum), on the General Electric Magic Kitchen program of WHB, has returned from a two months' convalescence in Oklahoma.

Marriage of Ethel Pickleson, of the Rhythmites Trio of WHB, and Jack Todd, program director for the same station, has caused the Rhythmites to acquire a new member.

Leslie Berry, who was just returned from a tour with Weaver Brothers and Elvira, is the new singer.

Announcement of the marriage of Kate Erickson, WHB, hostess, and George Hogan of WXYZ, Detroit, has been received in Kansas City.

Songwriters—George Bacon, Russ Crockett and Jack Wilcher—originally of WHB, are now working with Red Nichols and his band at Walled Lake, Detroit.

Jimmy Kemper, CBS artist, who has been spending a vacation with his parents in Kansas City, had a real experience in his home town recently. He was in a taxi headed for the KMBC studios when the car was caught in a brookside between mobs of gangsters. The driver was panic stricken and was for stopping, but Jimmie shouted to get going one way or the other and was quickly out of range. Jimmie said there were some 20 shot fired and that he would be glad to get back to Chicago or New York, where things were peaceful.

## Pennsylvania

"The Vashonses," Harold, Logan and Curt, were guest artists on WGAL, Lancaster, on Sunday (5).

Also Long Sisters of WGY, who sang several numbers. Both acts were making personal appearances.

Cliff Gray, WGAL singer and hill-billy, cashing in on his jayhawk stuff by promoting carnivals and hill-billy round-ups.

Joe and her showgirls, native island orchestra, heard weekly on WGAL.

Jerry Stone back in Philly from vacation.

J. J. Levy due on the P. M. Box.

WYEN has organized its own baseball team.

Work is being pushed at KDKA's new studio in Grant building at

order to have them ready by November 2, fourteenth anniversary of Pittsburgh station's first broadcast. Keyhole will occupy entire third floor of skyscraper and inauguration, together with birthday celebration, will go on the networks in a coast-to-coast hook-up.

Lynn Willis auditioned by APB as news commentator.

Al Stratus, Gimbel ad artist, back on WIP with book reviews.

Jack Carlton to augment Jan Novits's band at the Penn A. C. as general m.c.

Florence Hallman, recent WCAU audition winner, booked into Anchorage with Milt Kellen.

WCAU is preparing a commercial fall build-up for Burton Rogers, tenor.

Mammy Duroff, Philly manufacturer, readying for a fling into radio, with auditions set for WCAU and WYEN.

Helen Grey, WFL p.a., back from vacation to start her morning interview series again, commencing daily from the farm.

Lack of talent at WCAU is necessitating an early drive for fall talent. Station expecting biggest season in local history.

Fletcher Henderson and George Williams staging a battle of wits over WJAM, Pittsburgh, from Kenwood Park.

Dave Taylor is the latest addition to the announcers' staff at WCAU, Pittsburgh.

Carol Dickson, hostess at KDKA, Pittsburgh, is vacationing at the World's Fair.

Reed Kennedy, KDKA, Pittsburgh, baritone, called to New York for an NBC audition.

Lola Miller, singing organist at

(Continued on page 50)

**COLUMBIA BROADCASTING SYSTEM**  
**MARK WARKNOW**  
"MUSICAL DIRECTOR"  
**BORDEN'S**  
**45 MINUTES**  
**HOLLYWOOD**  
THURSDAY NIGHTS  
AT TEN EAST  
CBS NETWORK  
Sponsored exclusively by  
COLUMBIA BROADCASTING SYSTEM

CAUSING PLENTY OF TALK  
THE  
**SIZZ- LERS**  
and HELEN GORDON  
For Further Information  
BARDOL, SEARS, WOC and Other  
Popular Outlets, CHARLES A. BAYNE

**HOTEL PIERRE**  
**JACK DENNY**  
AND HIS ORCHESTRA  
Concerts Oct.  
Wed., 10:30 P.M.  
Sat., 12 Midnight - Mon., 11:30 P.M.

THE  
**FUNNYBONERS**  
GORDON, DAVE and BUNNY  
LORD'S STATE, New York  
(This Week, Aug. 10)  
Also Stars of the  
GOLD PROGRAM on CBS, Monday,  
Wednesday, 11:15 P.M. C.B.T.  
Directed NORTH & STAIN

**THAVIU**  
AND HIS ORCHESTRA  
At "STREETS OF PARIS"  
Century of Progress  
Inquiries Solicited

**MGM STUDIOS**  
CULVER CITY, CALIF.  
**EDDIE PEABODY**  
The Instrumental Artist  
• WEEK OF AUG. 13 •  
WISCONSIN THEATRE  
MILWAUKEE, WIS.  
• WEEK OF SEPT. 2 •  
STATE-LAKE THEATRE  
CHICAGO, ILL.  
Personal Direction  
HERMAN BERNIE  
BIG ARTISTS SERVICE

Columbia Broadcasting System  
Presents  
**THE GREEK AMBASSADOR**  
OF GOOD WILL  
**GEORGE GIVOT**  
EVERY TUESDAY 9 P.M.  
Coast-to-Coast  
Opening Capital, New York  
August 17  
Personal Dir. Lion  
HERMAN BERNIE  
1015 Broadway, New York

The Original  
**Boop-Boop-a-Doop Girl**  
**HELEN KANE**  
HEADLINING  
at the  
**500 CLUB**  
ATLANTIC CITY  
NEW JERSEY

**VIVIAN JANIS**  
WABC—Monday, Friday, 12 Midnight  
with Leon Bellini's Orchestra  
Solo Direction  
**HERMAN BERNIE**  
1015 Broadway  
New York City

# 70% of Writers Sign ASCAP Contract; Bernstein May Bring in the Pubs

Practically 70% of the writers have renewed their membership in the American Society of Composers, Authors and Publishers. Turn-of-signature extensions from the publishers' camp is expected to start this week with the return from Europe of Louis Bernstein, of Shapiro, Bernstein & Co.

Through the faction headed by the Warner Bros. group is holding fast to its resolution not to okay the contract as it now stands. It is anticipated that publisher agreements will come pouring in as soon as one or two important publishers have signed. Bernstein's leadership status in this derives from the fact that, as a publisher member of the ASCAP board of directors he urged the approval of the 10-year extension as drafted.

Reacting up to the end of last week had obtained the signatures of over 500 writer members. Responsible in a large measure for this flood of signed contracts was a letter addressed to the membership by the Songwriters' Protective Association directorate. Communication urged the SPA members to forward to the society their signed contracts as quickly as possible.

Membership rolls of the American Society comprise about 800 writers and around 150 publishers. With the writers predominantly tied up for another 10 years, starting January, 1936, and the new by-laws guaranteeing them a 50% ownership in the small performing rights of their songs, composers for the publishers who have declared they will not sign the covenant unless certain objectionable features are eliminated from it.

In addition to the provision granted the 50-50 rights, this coterie objects to the retention of the article in the society's constitution which makes the board of directors a self-perpetuating one. Recalcitrant publishers are also demanding that the system of classification now in effect be abandoned for one more up to date and equitable.

## Ping Pong Accident

Hollywood, Aug. 13.  
First ping pong casualty of the season hit low Jack Carter, KMX announcer. In racing across the court for a fast one, the Barker fell, breaking his leg.

Half an hour earlier a similar incident was quashed on the KMX lara dance period.

# Rock'fer Niterly to Open Oct. 3 With Noble or Reisman

Rackefeller Roof, awank niterly located on the 65th floor of the RCA Building, is being readied for an Oct. 3 unveiling. Although Frank Darling, restaurant and amusement park operator, has the management lease, the finances for furnishing and equipping the spot are coming out of the John D. Rockefeller coffers, with Nelson A. Rockefeller in charge of the venture.

As an advisory board to suggest and pass on the decor, entertainment, etc., the project has a bevy of society matrons. These include Mrs. Kermel Roosevelt, Mrs. Frank Vanderlip, Mrs. Philip Morris and Mrs. Harvey Gibson. NBC is installing a wire, and the band maestro will be either Ray Noble or Leo Holzman.

## Music Notes

Warner Richard Meyman back at Fox to write music for 'Man-Lock', the new Victor McLaglen-Edmund Lowe film.

Herbie Kay goes into the Edgewater Beach hotel in Chicago Sept. 4 to Oct. 12.

Earl Burnett leaves the Drake hotel, Chicago, Aug. 23 for an eight-week tour, returning about Oct. 20. Week of Aug. 24 he is booked for the Chicago stage. Then seven weeks of tour through the Midwest.

Veloz and Yolanda and Anson Weeks and his orchestra booked by MCA for a five-week run at the Waldorf-Astoria, N. Y., starting Sept. 1.

Frankie Masters, originally billed to play the Palace, in Chi., Aug. 17, when he leaves the Canadian club at the World's Fair, goes to St. Louis for three weeks instead on that date. Then returns to the Palace for the week of Sept. 14 and follows with a tour on the road.

Ted Fio Rite and his orchestra returns to the Coconut Grove, L. A., Oct. 1.

Eddie Duchin orchestra leaves the Congress Hotel, Chicago, Sept. 1. Goes to the Central Park Casino, N. Y., in October.

# Philly Goes Hotcha with Vengeance; Hotels Gird for Fall Niterly Boom

## Hawaiian Hillbillies

Charlotte, N. C., Aug. 13.  
Fred Kirby, who calls himself the 'Hillbilly Cavalier', has taken a group of Hawaiian musicians under his managerial wing.

Is merging hillbilly and Hawaiian stuff in one radio turn over WBT.

## Philadelphia, Aug. 13.

Philly's phenomenal niterly boom, breaking every precedent in the Quaker town's staid history, is drawing attention from the more important looking centers. Local musician's union is being flooded with membership requests from N. Y. bookers, with the initial shag already given to Joe Moss.

One of the hottest seasons here has barely dimmed nite club trade and follows up the black ink ledgers of last summer. Town has many centrally-located clubs working to capacity crowds throughout the week, while river drives and suburban spots report a similar impetus for same party. Jack Lynn's Adolphus Roof, Walton hotel's Ritz Rensselaire, the Canoe and the River Drive Casino are listed as the leaders among an estimated twenty-five rooms doing a hot trade.

Next month will see the biggest boom in niterly that local hotels have ever recorded. All hotels are budgeting for nite clubs, including those which have remained dry or unconcerned in past years. Headline acts are contemplated for almost every place, which completely upsets all dogmas about Philly's 'dead' days and early curfew. In addition to the hostilities mentioned, hotels Ritz-Carlton, Bellevue-Stratford, Warwick, Ben Franklin and Stephen Girard signify intentions to join the floor show parade.

## SET DOWNEY, RICHMAN, TUCKER FOR CHI SPOT

Morton Downey opens Friday (17) at the Ches Paree, Chicago niterly, for a two-week stay. Harry Richman will follow Downey for a similar run, and Sophie Tucker is slated to settle down at this spot for five weeks after Richman moves.

Prior to his Chicago entry, Richman will do two weeks at the Blossom Heath Inn, Detroit.

## Only Name Bands Menu For Hot-Cha Coast Spot

Los Angeles, Aug. 13.  
Rainbow Gardens, grind dancery for the past four years, goes to town late next month. Juggery gets shuttered Aug. 13 to make way for alterations and a new front, which is estimated to cost \$20,000.

Only name bands will be spotted, with Cab Calloway set as the opener to stay for six weeks. Others being propositioned are Vincent Lopez, Phil Harris, Glen Gray and Bernie Cunniff.

Spot has a dance capacity of 7,000 and will take on a niterly flavor by the inclusion of tables for eats and a floor show. Raymond Lewis is the owner.

## Widener's Niterly Splurge

Much ballroom is being given the announced opening next month of the Arcadia Cafe, a local landmark during the pre-prohibition era. Spot has been snared by Art Padula, 24-year-old owner of the Anchorage, whose business there has had old-timers guessing. Padula will manage on a profit-sharing basis for the social Widener's family estate recently regaining the office building in which the niterly is situated. Plans call for a club with international flavors, a large central room surrounded by smaller rooms representing eight foreign countries, and utilizing food, chefs, waiters and entertainment of the various nations. It is understood that Guy Lombardo's unit has already been signed for the initial stanza, with Buddy Rogers to follow. Wideners have signified intention to make the Arcadia one of the showpieces of the country, backing the spot to the hilt with a terrific talent appropriation.

With news of the Arcadia's plans gradually seeping through the town, other Philly nite club operators are stirring for battle which will see every manner of ethical precedent thrown to the winds. Prices have remained comparably low, with many clubs dispensing with minimum and covert charges.

Philly dailies have already taken notice of this unusual situation, and are devoting much space to Sunday niterly chatter columns.

## New Eatery to Open In Lido's Old Spot

Restaurant Toller, on the site of the old Lido club, premieres next month. Emil Auerbach has taken over the lease and plans to spend \$75,000 altering the property.

Monia Heine, champagne figure skater from Denmark, will be the opening attraction.

## Higgins Goes Bruns

To Higgins, now recording with, has joined Deanevich as assistant to Harry Gray, recording manager. Higgins was with Victor for years, later going with NBC and Irving Mille' musical enterprises.

## Hyde Plans Boys' Band; Ina Hutton's 4 Records

Alex Hyde, who formerly headed a girls' band and who, with Irving Mills, organized the Ina Hutton Melodiscs female band, is planning to form a boys' combo shortly as a followup. Youngsters will be in their teens, with Hyde in Hutton the combination.

Ina Hutton, last week at Castle Farms, Elmer, has turned out four Victor records for September release. They are 'I'm a Flirt', 'Tomorrow Night', 'Nir in Bedouin', 'Harlem Heat' and 'And I Still Do'.

## Radio Directory

(As a convenience for advertising agencies, sponsors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

### New York City

**NBC**  
(Stations WJZ-WEAF)  
40 Rockefeller Center  
Circle 7-3000

**W. H. Ayerworth**, President  
**Richard C. Patterson, Jr.**, Executive V.P.  
**Mark Woods**, Asst. Executive V.P.  
**A. L. Ashby**, V.P. and General Attorney  
**Elmer Knebel**, V.P. in Charge of Sales  
**John F. Ryan**, V.P. in Charge of Production  
**George Bagley**, V.P. in Charge of Artistic Service  
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**Alfred H. Morton**, Mgr. Program Dept.  
**Bertie Braunard**, Commercial Program Dept.  
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**Harold Kome**, Artists Service, Pop Talent  
**Frances Rockefeller King**, Artists' Service, Private Entertainment  
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**Edward Thomas**, L. M. Sales

**CBS**  
(Station WABC)  
494 Madison Ave.  
Wichurcham 2-2000

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**Charles K. Kibler**, Executive V.P.  
**Sam Pickard**, V.P.  
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**W. M. C. Giffinger**, Sales Mgr.  
**William H. Donah**, Asst. Sales Mgr.  
**John E. Linn**, Comm. Programs Dir.  
**Julius P. Sebach**, Program Operations  
**L. C. Gable**, Publishing  
**Edwin R. Cohen**, Technical Dir.  
**Paul White**, Special Features  
**Paul W. Eichen**, J. C. Promotion  
**John J. Karp**, Market Research  
**Charles Stark**, Local Sales  
**John C. Cahill**, Production Mgr.  
**Frederic P. Wilke**, Educational Dir.  
**John E. Linn**, Publicity  
**Hugh Cowden**, Commercial Engineer  
**Clarence Rogers**, Dramatic Dir.

### Chicago

**NBC**  
Merchandise Bldg.  
Singer 5-5000

**(Stations WENT-WMAQ)**  
**Niles Trammel**, V.P. in Charge  
**Sam Kinsy**, Asst. to V.P.  
**P. G. Barker**, Asst. Gen. Mgr.  
**John P. Fisher**, Office Mgr.  
**John Stuch**, Chief Musical Dir.  
**L. L. Simons**, Chief Engineer  
**Edna Stuch**, Program Mgr.  
**Alex Ruff**, Asst. Program Mgr.  
**Clarence Ward**, Artists Mgr.  
**Willis Comer**, Continuity Ed.  
**Frank Sullivan**, Dir. of Agriculture  
**Jackie Walker**, Educational Dir.  
**Kenneth Carpenter**, Sales Mgr.

**WLWL**  
(Universal Broadcasting Co.)  
Columbia 5-5000

**R. F. Fisher**, Dir.  
**A. P. Kinsy**, Business Mgr.  
**R. W. Hark**, Sales Manager  
**George O'Brien**, Program Dir.  
**Baldolph Ford**, Musical Dir.  
**Joseph Dapp**, Chief Engineer

### Los Angeles

**WOR**  
(Santinger Broadcasting Service, Inc.)  
1140 Broadway  
Fountain 7-5000

**Alfred J. McCook**, President  
**A. A. Curnier**, Gen. Mgr.  
**Theodore C. Riebel**, Asst. to Pres.  
**Walter J. Neff**, Sales Manager  
**Dave O. Cason**, Dir. Public Relations  
**Max P. J. Maher**, Mgr. from Dept.  
**L. Louis Holt**, Director of Programs  
**George Shuler**, Music Director  
**Adolph Ophinger**, Asst. Program Dir.  
**Joseph H. Studio**, Mgr.  
**Philip Thors**, Continuity Editor  
**L. R. Donnell**, Chief Engineer  
**David O'Connell**, Publicity  
**James Miller**, Publicity

**WINS**  
American Radio News Corp.  
115 E. 58th St.  
Columbia 5-5000

**R. L. Ferguson**, Station Mgr.  
**E. J. Hulse**, Production Mgr.  
**Vincent Corey**, Musical Dir.  
**H. Harrison**, Acting Program Dir.  
**Editha Mowbray**, Chief Engineer

**WMCA**  
(Lamson, Kahn-Wecker Broadcasting Corp.)  
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Operated by Federal Broadcasting Corp.  
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**Alan H. Morton**, President  
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**James J. Norris**, V.P.  
**W. F. Fisher**, Asst. Sec.-Treas.  
**Frank Hennings**, Artists' Bureau  
**Philip P. Whitten**, Sales Mgr.  
**Reed C. Phillips**, Publicity  
**Frank Nure**, Chief Engineer

## EASE CURFEW

Army Lifts Minns. Midnight Closing Order; Aids Niterly

Minneapolis, Aug. 13.  
This town again can enjoy night life after having had the curfew rung on it at midnight every evening since July 26. Brig. Gen. E. A. Walsh, head of the military, eased the martial law restriction Saturday (11) when he issued an order permitting theatres, night clubs, dance halls and all other amusement places to remain open until 2 a. m.

Midnight closing hurt night clubs, plenty and compelled theatres to eliminate their Saturday midnight shows. It was put into effect at the time that martial law was declared.

Martial law still continues, but without this restriction. Governor F. B. Olson has indicated that he will not abolish it until the teamsters' strike is settled.

## Harris' 2 Wk. Stay

Jack Harris, British maverick, arrived last Wednesday (8) from London for a stay of two weeks around New York.

On his return to the other side, Harris and his band will open at the Cafe de Paris.

# Inside Stuff—Music

Jack Robbins has complained to J. Robert Lubin, of Loew's, about the Harrow publication, 'Born to Be Kissed', written by Howard Hens and Arthur Schwartz. Name is the former Jean Harlow film title now changed to 'Girl From Missouri'.

Song was never intended to be in the picture, according to Robbins, but the Harrow publication carries on its title page a likeness of Miss Harlow and a hookup with Metro. Robbins, as Metro's official and exclusive publisher, objects to it as an alleged unfair trade practice.

The record big figures to improve markedly from now on. There were evidences of this already a year ago and it is felt that if ever the automatic playing machines are gotten down to a popular price it will put over the disk business in boom style once again.

The last-man equation figures importantly in radio's popularity, along with the other elements, because if phonograph record must necessarily be manually changed every 2 1/2 mins. of playing time.

First pastoral poem that Tin Pan Alley has put to music since 'Trees' is 'New England in the Rain'. Shapiro-Bernstein has addressed a copy of the song to each of the New England governors.

Paul Francis Webster adapted the verses and Larry Stock, touched the melody.

Golden melodies from the Golden Gate supplied by  
**TOM COAKLEY**  
and his Palace Hotel Orchestra.  
Broadcasting via NBC from one of France's most famous hotels.  
Prominently featured in his books you will find  
**"A NEW STAR-SPANGLED SONG BY BOULEVER"**  
**"SLEEPY HOLLOW"**  
**"HARK! YOU FOR A LONELY EVENING"**  
**"PRIDE AND PREJUDICE"**  
**"ALL I DO IS DREAM OF YOU"**

**ROBBINS**  
MUSIC CORPORATION  
799 SEVENTH AVENUE  
NEW YORK

# Weber Nixes Brit. Bands for U. S., but Conne Claims Wash. O.K. for Hylton

The Anglo-American dance band thing is up again, and while hotter than usual, a statement from Joseph M. Weber, president of the American Federation of Musicians, now vacationing in London, kills any hope of Jack Hylton coming to the U. S. It may have its repercussions in England, which, heretofore, for all the stringency of the Labor Dept. in Washington, has been more liberal in admitting visiting American band attractions than the U. S. has entertained for incoming British musicians.

Despite Weber's statement, two salient negotiations in the past week may have significant bearing on future deals. One is the sailing of Conne, radio agent, for London last week with a six-month contract for the importation of Hylton to be the musical mainstay of an all-British program, which will be authorized from New York on a national U. S. network, also into Canada, and by short-wave into England. Conne states he first had the path cleared through the Washington, D. C., authorities for Hylton's admission, providing the British maestro will accept his terms. This is deemed the lesser of the two elements in view of Hylton's known ambition to bring his band to America and show the U. S. his brand of conception.

On the other hand a link crapped up in the proposed sailing of Duke Ellington and his orchestra Sept. 7 for a return British tour. As heretofore, Ellington was to play the variety theatres and double into one-nighters for dance engagements. Once before the British Labor Ministry objected to the Ellingtonian dance dates, although allowing stage performance; but with the band's arrival abroad that was circumvented and Ellington played more dance dates than stage engagements.

## Ellington Delay

When the name thing cropped up again, Irving Mills, Ellington's manager, this time insisted on an okay for both stage and dances, not caring to chance it as before. With the British Labor Ministry talking, Mills cabled Harry Foster to go ahead getting everything in order for a late sailing, as meantime he has booked Ellington for four weeks in New England and he professes vamping until the release of the forthcoming Max West-Paramount picture, 'Hello of the 80's', in which the Ellington band participated. Overtures for the joint booking of the band with the picture have come up and it would be smarter booking for Mills to keep Ellington in America for the present during the early months of the West film's release.

London agent Harry Foster meantime advises Mills that the Variety Artists' Federation in backing the importation of Ellington for unlimited engagements in England on the premise it's an untried artistic organization and the original September-October engagements will probably be consummated later in the fall and winter.

## Weber's Stand

London, Aug. 13. Joseph M. Weber, president of the American Federation of Musicians, has just left England for the continent after a five days' sojourn.

According to authoritative statements, indirectly attributed to Weber, the position of allowing English bands to invade America is just as stringent now as ever. There is not a chance for Jack Hylton, or any other British maestro, to hit Broadway, except on a pleasure-bound trip.

The position is that some lately would be shown to English musicians, but that might mean the beginning of an influx of bands from all parts of Europe, and with 49,999 flat class musicians unemployed in America, such a position would not be tolerated.

The forthcoming sailing of Ray Noble for six months to a year's sweet-meat engagements in America (radio, theatres, etc.) is an instance of moderated leniency. But Noble can't bring over any musicians.

Weber stressed there is no personal animosity toward British musicians; in fact Englishmen and individuals are given preference

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plays are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general play popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

	WEAF	WJZ	WABC
Only Have Eyes.....	32		
For All We Know.....	29		
Farther Southern Accent.....	27		
Never Had a Chance.....	25		
Very Thought of You.....	23		
Eyes Wide Open.....	23		
Love in Bloom.....	24		
Moon Glow.....	24		
I'll Close My Eyes.....	23		
Thank for Lovely Eve.....	23		
All I Do Is Dream.....	22		
I Saw Stars.....	21		
Say It.....	21		
Dances.....	20		
Blayphood.....	20		
Then I'll Be Tired.....	19		
Panama.....	17		
Counting on You.....	16		
Take Lesson from Lorb.....	16		
Once in a Lifetime.....	16		
I Still Do.....	14		
Spellbind Over Shoulder.....	14		
I'm in Love.....	13		
Call You Mine.....	13		
Ooh, You Moe.....	13		
Mean Was Yellow.....	13		
Tonite Is Mine.....	13		
Lights Low, Music Sweet.....	13		
We Never Knew.....	12		
Hot on Side of Head.....	12		
Straight from Shoulder.....	12		

## CLAIMS INVENTION OF 1 1/2 HR. RECORD

Paris, Aug. 13.

Louis Jaffard claims invention of system of making photograph records which will play an hour and a half, and possibly longer. Scheme, he says, permits putting entire act of an opera or symphony movement on one disk.

Idea depends on substitution of constant linear velocity for uniform rotation in recording and reproduction.

## 100% PERCENTAGE

Olsen Running Hot Spot; Pays All Expenses and Pocket's Gross

Detroit, Aug. 13.

George Olsen is running Westwood Gardens, on a percentage arrangement, whereby he pays all the expenses and pockets all the admissions. Expenses include \$2,000 weekly to the Detroit Philharmonic Orchestra, which had the spot originally, and still plays one hour nightly. Permission to play the spot was given Olsen only if the contract held by the Philharmonic was taken over.

Olsen originally came in to play a four-week date at \$5,000 weekly. His was good and Olsen was to hold-over, but the union stepped in and pointed out that the Philharmonic contract included the entire season except for the original four-week Olsen booking.

Date admission is 50 cents and turn-out big. Arrangement stands as is until Olsen leaves.

## Erdman With Miller

Fred Erdman, formerly recording manager of the RCA Victor Co., is now with the Miller Music Co. in an executive capacity.

He has taken over the direction of the publishing firm's exploitation department.

ever other nations. Such a law has been in existence for the last 20 years.

What effect this statement will have on the English band? Under no circumstances to be seen. But it looks very much like they will be clamoring for some sort of reprieve.

## BRITISH AIR BARS 'LOVE THY NEIGHBOR'

London, Aug. 6. British Broadcasting Corp. has banned the song 'Love Thy Neighbor,' forbidding its use on the air under all circumstances.

Reason is that title is considered sacrilegious.

Columbia Broadcasting System

from the start ordered the song title interpreted as 'Love Thy Neighbor,' but otherwise did not restrict it.

## Big-Top Ballrooms Duck ASCAP Tax Via Free Terpsing

Chicago, Aug. 13. Figuring to beat the ASCAP ballroom tax there are a number of big-top dance hall-and-confectionery stores springing up throughout the Midwest. Operators pitch a big tent in a cornfield, lay down a floor and set up four large loudspeakers at each corner of the canopy.

From the path on the operators are sure of a steady flow of the best dance bands in the country and they advertise their names.

However, the gag is that these tent ballrooms charge no admission to come in and dance. It's strictly free. The operators get off the act through the sale of the confectionery counters of drinks and candy.

## Mills Takes 5 Paris Taxi-Dancehall Tunes

Believing that record shortage broadcasts from Paris has stimulated an interest among American listeners in this type of music, Jack Mills has bought the American rights to five Bal Muesette tunes from Charles Brull, French publisher. A Bal Muesette is a French taxi dance emporium, and name has been adopted to describe the type of music and instrumentation that is distinctive of these spots.

As a sequel to his recent visit abroad, Mills has also acquired the American rights to 'Troubleome Trumpet' from Peter Maurice, and 'Come and Dance Anyway' from Editions Synthe, both French publishing firms.

## Decca Draws First Blood in Impending Talent, Sales Battle with Brunswick

A photograph war impends between Brunswick and the new Decca, predicated principally on the new American Decca Co.'s executive and artistic personnel having come from the old Brunswick and Columbia ranks. Brunswick is now concerned over Col through the recent buy-out by Brunswick of Col's assets, trade name and copyrights.

Despite the relatively negligible sales of photograph records in recent years—now an old story because of the effect of radio on disks—both Brunswick and Decca are going hot and heavy after sales.

Decca's attitude is that the artist will carry the label and that, apart from the trade emphasizing one label over another, the public at large doesn't care on which disk Crosby, Lombardo, et al. record—they're buying the artists. Decca expresses that in the same terms as motion pictures—the film knows little and cares less about the trade marks of the producers; they go to the stars.

Brunswick seemingly is of the same opinion, and is fortifying its recording star roster with artists which Irving Mills is bringing back from the Victor lists. About a year ago Mills took his Calloways, Ellingtons, et al., away from Brunswick to Victor; now it's the reverse.

Decca officially raided Brunswick by making its first recording releases on the Comet last week and the first Lombardo dance records in New York this week.

## Use of a Lyric in a Mag Story Ruled No Infringement, but MPPA May Be Enlisted for Test

### Rebounding Justice

Paris, Aug. 6. French publisher of 'Carmen,' M. Choudens, brought suit against Mireille, composer of pop hit, 'Couches dans le Foin' (Sleep in the Hay), for lifting in its opening measures of forerunner song for her number.

Court decided it wasn't plagiarism, but honest quoting, and would do 'Carmen' more good than harm. Awarded Mireille 5,000 francs damages (\$150) to punish Choudens for bringing the action.

## MUSIC CODE IS READY FOR PREZ

Indications are the music publishers' code will be in the hands of President Roosevelt for approval by the end of the current month. John Williams, NRA administrator for the publishing industries division, last week advised John G. Payne, chairman of the Music Publishers' Protective Association board, that the convention was practically ready for this step. Payne is due to meet with Williams in Washington today (Tuesday) for a final discussion of some of the disputed clauses in the instrument.

As soon as the code has been turned over to the President, the MPPA and the Music Publishers' Association, the latter representing the standard faction, will go through the preliminaries leading to the election of the code authority and co-ordinating committees. These two organizations will do the nominating of candidates, but the choosing of the members for the three boards will be left to the industry as a whole.

Under the administrative provisions of the code as it now stands, the authority will consist of two members each from the pop and standard factions, with the fifth man appointed by the Government, while the co-ordinating committees will consist of five reps each from the standard and popular groups.

Shapiro, Bernstein & Co. has asked the Music Publishers' Protective Association to join it in an appeal from the Federal Court decision which held that J. P. McEvoy's use of excerpts from the lyric of 'You Can't Stop Me From Lovin' You' in a Collier's magazine story did not constitute infringement of copyright. The Shapiro firm is of the opinion that the question of law involved affected the entire publishing industry and that the action had now become an association matter. The decision and the briefs in the case have been turned over for study to the MPPA counsel, Francis Gilbert.

McEvoy's story, 'Are You Listening?' appeared in Collier's. The case was tried before Judge Frank J. Coleman in the New York Federal Court last December. He died before the issue was decided and by arrangement between opposing lawyers the matter was submitted to Judge Henry W. Goddard for decision upon the facts.

In his decision, dismissing the Shapiro-Bernstein suit, Judge Goddard made frequent reference to the 'doctrine of fair use' and declared that if there had been an infringement it was merely a technical one and could not have caused injury to the plaintiff. In using excerpts from the lyrics, averred the court, McEvoy had done nothing to directly affect the sale of the song. The quotations incorporated in the story were, said Judge Goddard, too fragmentary to serve as a substitute for any one interested in buying a copy of the song.

'Fair Use' Opinion

Counsel had not cited nor has the court found, declared Judge Goddard, any decisions involving facts directly comparable to those involved in the Shapiro-McEvoy case. Yet he had no doubt that small matches from the words or music of a popular song have been used more or less frequently by authors for the sole purpose of reflecting a certain atmosphere or background. Feeling, he said, the reason why similar cases are not found is because such use of the song was generally regarded as permissible and falling in the class of 'fair use.'

Shapiro-Bernstein filed the suit after McEvoy had on two previous occasions made similar use of that firm's songs. At the request of Collier's, McEvoy offered to settle the 'You Can't Stop Me From Lovin' You' litigation with the payment of a nominal sum, but the publishers elected to make a test case of the alleged infringement. House, Grosman & Vorhaus did the litigating for Shapiro-Bernstein.

## Art Schwartzs Quitting Coast for Warner Spot

Hollywood, Aug. 13.

After 16 years on Coast representing various music publishers, Art Schwartzs left Saturday (11) for New York, where he reports Aug. 15 as assistant to Edward J. Morik, chief of consolidated Warner Bros. music publishing interests. He will be in charge of sales. For past six years he has been Coast representative for M. Witmark and Sons. On way east, Schwartz will visit all Coast and inland branches.

## Lucas for Edgewater

Chicago, Aug. 13.

Glyde Lucas, one of the new into the Edgewater Beach hotel Oct. 12. Has been playing at the Marlborough hotel.

With the move from the Marlborough to the Edgewater, the Lucas orchestra moves from NBC to CBS.

## Abbott on Way

John Abbott, managing director of Francis, Day & Hunter, British publishers, is slated to arrive here Aug. 30 for a week or 10 days' play. Mrs. Abbott accompanying.

Could have a son on this side. Concerns the American methods of the publishing business.

**TOO TIRED TO PLAY.....and then he Smoked a CAMEL!**



## Here's the rapid way to bring back energy when tired!

Within a few minutes after smoking a Camel, when weary and dispirited, you will find your vim and vigor definitely increased. First you notice the full, rich flavor of Camels. Then comes a delightful "lift" in energy.

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"There's nothing that lifts up my energy the way a Camel does. I smoke a lot. Camels never interfere with my nerves!"

**GUY BUSH**

Baseball Player  
for the Chicago Cubs



● Camels are made from finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic—than any other popular brand.

**"Get a LIFT  
with a Camel!"**

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